

ELECTRICAL

MERCHANDISING WEEK

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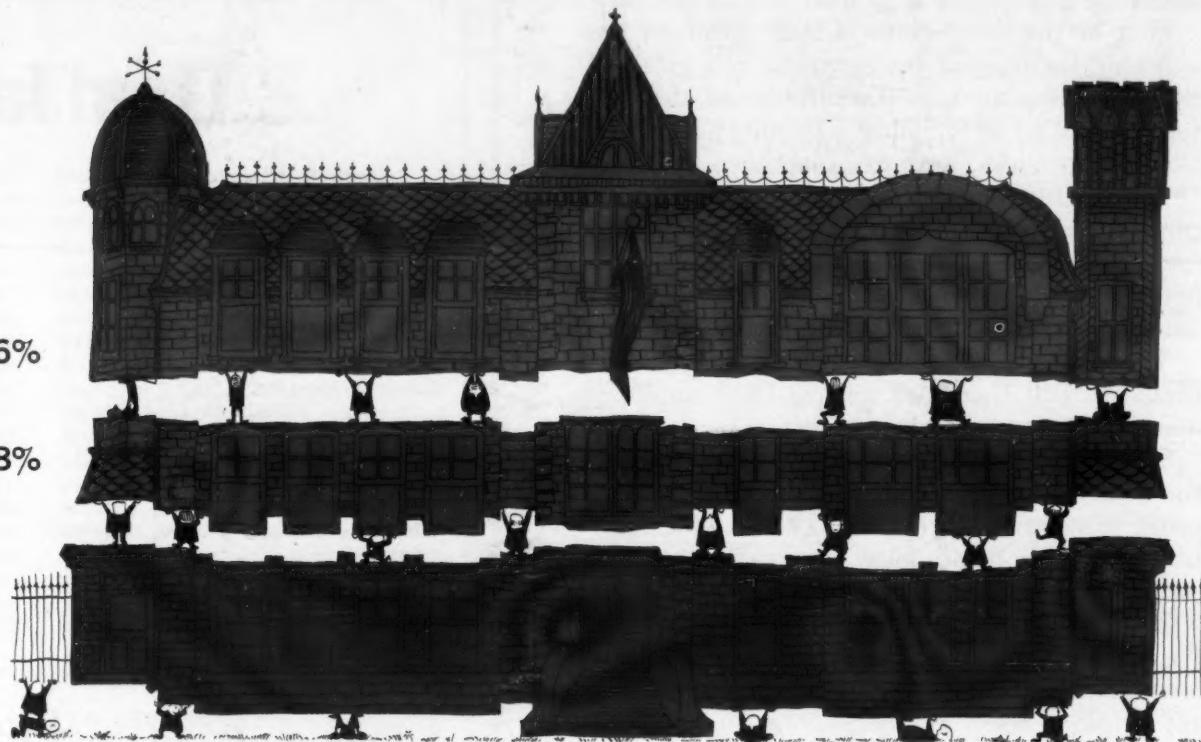
BOUGHT AND READ BY MORE DEALERS IN THE APPLIANCE-RADIO-TV & HOUSEWARES FIELD THAN ANY OTHER PUBLICATION

WHO OUTFITS
THE SCHOOL
KITCHEN?

DEALERS 54.6%

DISTRIBUTORS 18%

MANUFACTURERS,
UTILITIES 41.4%



Are YOU Getting Your Share Of The School Market?

That question took on added import last week as President Kennedy readied a whopping education proposal for submission to Congress early this week. The Kennedy plan, subject to last-minute changes at the White House, involves outlays for five years, starting at \$660 million the first year and working up to \$1.6 billion the fourth and fifth years.

The federal aid could be used for either construction or teachers' salaries, as each state sees fit. The House, however, is likely to knock out salaries as it did last year, leaving prospects for new schools—and added markets for you—rather rosy.

WHAT IS THE SCHOOL MARKET?

It's far more than the couple-of-ranges-per-school vision most appliance dealers have. Products going into home economics classrooms run the gamut from old-standby ranges to disposers to combo washer-dryers to deep fat fryers.

Whatever you're selling in white goods and kitchen housewares, you could be selling to schools.

WHY IS IT IMPORTANT TO DEALERS?

It may come as a surprise, but dealers already handle more than half of school white goods sales. And with that chunk under their belts, they're well set to make a bid for more.

Here are the figures: According to a "Forecast for Home Economists" survey released exclusively to EM WEEK, local appliance dealers skim off 54.6% of the school business (see chart above). The magazine's survey, which covered 800 elementary and secondary schools and colleges, showed that 18% of the school market goes through distributors. And 41.4% is handled through company cooperative school programs, which are sponsored by either manufacturers or utilities.

(The percentages add up to more than 100% because of multiple responses.)

The fat dealer percentage means more than shows on the surface, though. In the first place, the school market fits under the heading of "special markets," or whatever else you want to call the

Continued on page 33

What Makes This A Great Store?

THE STORE is Gordon & Silva's in San Jose, Calif. THE REASONS why it's great are so impressive that we've devoted three full pages to four-color photos to show you just how a well-designed store can pay off in increased business. SEE PAGE 19

STRAIGHT FROM WASHINGTON

COMPLAINTS ABOUT ILLEGAL DISCOUNTS granted retailers are becoming more and more frequent, according to Federal Trade Commission investigators. And most of the charges are directed by manufacturers and distributors against retailers.

Gist of the complaints is that retailers, presumably because of lower profit margins, are illegally pressing manufacturers and distributors for unfair advertising discounts and promotional allowances. Both are forbidden by law.

In a business downturn, "retailers tend to become aggressive," says one FTC investigator. "A number of complaints" that retailers are pressuring suppliers for cut-rate prices are under consideration by the FTC.

The majority of the complaints are in the food industry. But there are several from appliance manufacturers and wholesalers.

The Robinson-Patman Act makes it illegal for a customer knowingly to induce a seller to grant discriminatory prices. The Clayton Anti-trust Act specifically bans the granting of discounts for advertising or promotion.

The new complaints represent a shift from the '50s when retailers were charging manufacturers with discriminatory pricing—granting low prices to select retailers. Now the manufacturers and distributors are complaining. ■

A MOVE TO STABILIZE PRICES OF MANUFACTURERS through public pressure on both labor and industry is underway within the new Kennedy administration. The plan revolves around Secretary of Labor Arthur J. Goldberg and his proposed committee on labor-management problems.

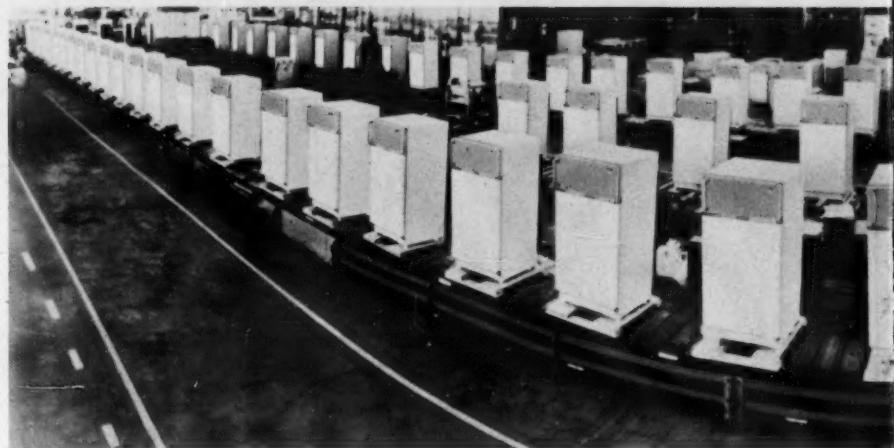
On the committee would be seven business leaders, seven union chiefs and five representatives of the public. The White House sees this as a moderate step toward influencing the price and wage decisions of labor and industry.

By stressing the public welfare, the committee would hope to moderate the wage demands of labor and, in turn, make it more difficult for management to put price increases into effect if not completely justified by rising costs.

The administration denies any intention of moving in on specific price-wage controls at a later date. But many businessmen are not so sure. They fear that if the moral suasion implicit in the Goldberg plan fails, more drastic action is bound to come.

Business leaders point out that White House pressure has in the past failed to prevent price increases. And when such pressure has had any effect on wages, they note, it always works to the advantage of unions.

On the whole, President Kennedy, Goldberg and Commerce Secretary Luther H. Hodges will have to convince business leaders of the validity of the proposal if they expect industry support. ■



This Japanese Line

Rolling off the Hitachi production line shown above is evidence that Japanese manufacturers are toolled and ready to jump into the U. S. refrigerator market place. Though they won't say exactly how many boxes they plan to export, the major Japanese electric makers plan this year to turn out more than a million—double 1959's figure.

Here are details of Japanese designs on the American market, turned up in exclusive interviews by McGraw-Hill's Far East Bureau.

What kind of boxes will the Japanese export? Small ones, with capacities of 95 liters, or about 3.5 cu. ft. (The refrigerators in the picture above, despite their long, slimline look, are

3.5-cu.-ft. models.)

Why not larger ones? There are several reasons:

First, and most important, the Japanese can't compete with American price tags on large-capacity models, because they aren't turning out that size for domestic consumption. But they figure they can compete in smaller boxes, since only two American makers (Amana and Kelvinator) have under-5-cu.-ft. models.

The Japanese stick to this line of reasoning despite the considerable fight some 15 European importers are waging for the U. S. small-capacity market—a market they figure won't ever be much more than 50,000 pieces a year (EM WEEK, Nov. 21, 1960, page 3).

Builder Electronics Men Gird

Products shown at the Builders Show in Chicago demonstrated that the booming world of built-in stereo, radio and intercom is in for some rude shocks.

BIGGEST IMPACT COMES FROM BELL TELEPHONE which will have a new intercom deal in nationwide operation by December. First big pitch for AT&T's Bell System inside-the-house talk system was made to builders at the recent show.

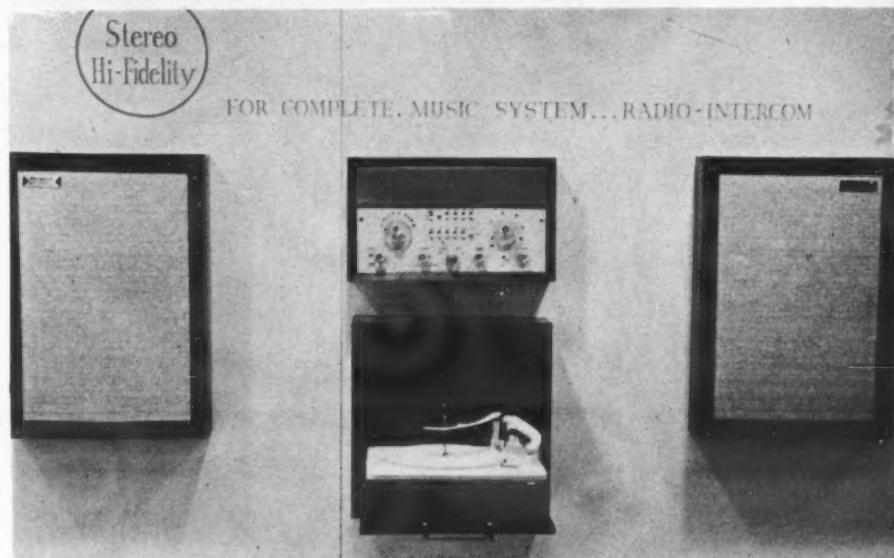
Independent manufacturers agreed that in-the-home music would have to be their major pitch, because the telephone company will undoubtedly

be successful with the in-home intercom system based on ordinary telephone extensions.

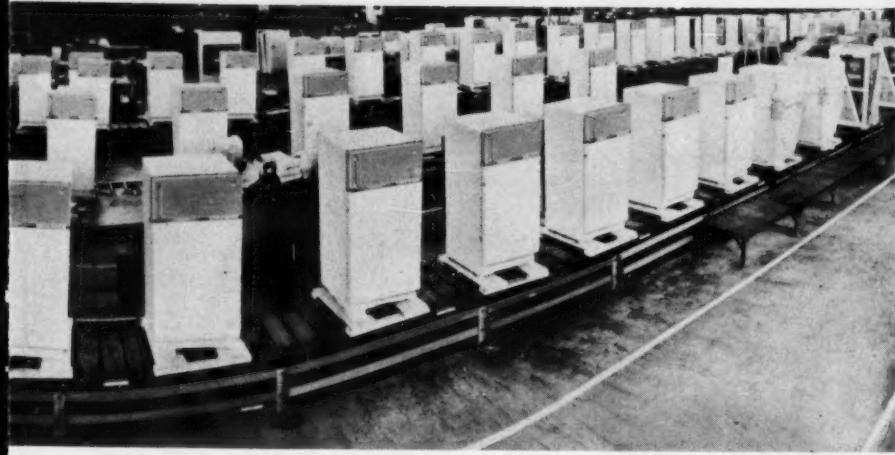
Big Bell is geared up to move fast, has an enviable record of straight-to-consumer successes—phones in color, second phone and "Princess" phone campaigns, for example. This time the package is more expensive, but it's flossier, too.

First cost is just \$25 (which gets the Bell "home interphones" installed). At the moment, subsequent costs look like \$6 a month, which over three years pegs the cost at \$80 annually, installation included. Of

Stereo centers like this Roberts built-in are answer to Bell threat.



MARKET REPORTS



Is Aimed At The U.S.

Another reason the Japanese are planning to push small boxes: Self preservation. "We shudder at the idea of Japan being flooded by large-size American refrigerators of more than 250-liter capacity (about 9 cu. ft.) when the government's trade liberalization policy takes effect in the next year or so," one Japanese manufacturer moaned. "American refrigerators (nines and up) are already being sold on the Japanese market at half of our price."

What are Japanese prices? Both Hitachi and Mitsubishi swore they could produce export boxes that could compete with U. S.-manufactured units "not only in price but also in quality." But neither company

would reveal any export prices.

Just as a guide, though, here are some refrigerator descriptions and Tokyo retail prices:

- Hitachi's 1961 line has slimline styling, shelf-lined doors, automatic defrost and prices ranging from \$108.35 for a 60-liter (about 2.5 cu.-ft.) box to \$666.66 for a deluxe 300-liter model. The box Hitachi has cherry-picked for the U. S. market is the 3.5-cu.-ft. model pictured above, which retails for \$162.50 in Japan.
- Mitsubishi aims to sell its 3.5-cu.-ft. box in the U. S. through Mitsubishi Trading Co. In Japan that size goes for \$161.11. The company also has a low-end model in the same size, which sells in Japan for \$149.

For Big Switch

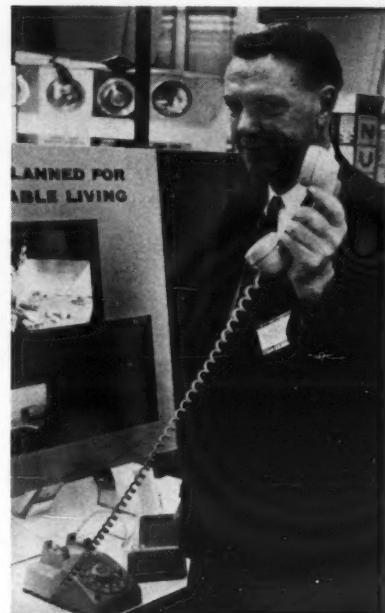
course Bell keeps the system running, which makes service one of the pitches.

The customer gets these items: Three special phones (or more or fewer) and loudspeakers—small matching ones—plus a special speaker-microphone for door-answering, all hooked into a central control and power transformer. With this rig, owner can answer the door, talk from room to room, page people to the phone and, of course, make outside calls.

Stoutly maintaining morale, intercom and music system makers at the show claimed Bell's system was no problem, mostly because "Bell hasn't got what we've got," meaning music. One man said, "Yes, but the Bell deal costs too much." None of them admitted that Bell has what they don't have: A big, big promotion budget, a big, big name with the public, and a big and eager nationwide sales force.

It's true that Bell can't offer music and all these people could: Emerson, Trade-Wind, NuTone, Progress Manufacturing, Roberts Manufacturing, Swanson Manufacturing, Talk-A-Radio. The number of names on this list reflects an increasing builder brown goods business. All offer intercoms, and all offer radio, and most offer AM-FM, too.

Stereo got big play from three companies showing at the NAHB exhibit: NuTone, Roberts and Swanson. All offer roughly similar packages, which include turntables for in-the-wall installations. Prices vary considerably, as later makers slide un-



Peddler with phone pitched builders.

der NuTone's price umbrella. For example, Roberts Manufacturing will set up one-room built-in stereo for about \$360 list, while NuTone's one-room rig runs \$550. Other firms take the phone jack route to recorded music, these including Emerson's Rittenhouse name, Progress' Sound Guard and Talk-A-Radio. Such systems go for from \$60 to \$250.

For the future intercom makers tacitly admitted planning a bigger push on hooked-up music, though one man spoke of "wireless" units—operating through house power circuits like some TV remote controls.

EAST . . . PITTSBURGH—There's one thing retailers do have to say for Pittsburgh this winter—it has been white.

Since mid-December, there has been snow and more snow. In the words of one dealer, retail business has been "snowbound."

Appliance sales have been among the worst hit.

But another deterring factor—potentially more damaging and longer-lasting than the uncooperative weather—has been the high level of unemployment in this area.

Nobody was doing much promoting or advertising. "You can't create a market by advertising, at least not in this weather," a large distributor explained. "Business is really tough today," J. A. Williams Co. reported. "TV, stereo and radio sales are holding up better than the rest. The rest are pretty uniformly bad though."

A distributor of small traffic appliances, Tauberg Co., said, "The weather is bad, unemployment terrific and sales nothing at all to brag about." And dealers must certainly be feeling the pinch because many of them can't pay their invoices, an official added. "We just have to grin and bear it."

A & D Furniture Co., Inc. was one of those dealers feeling pinched. "The first week of February was so bad we can't even make expenses," the owner explained. Surrounded by depressed mill areas, A & D found appliance business virtually non-existent.

Penn-Shady Appliances reported the market spotty and "at a standstill" while the snow was tumbling.

A downtown Pittsburgh dealer, L & G Furniture and Appliance Co., suffering sales considerably under those of a year ago, found sales do perk up when the weather eases, so he's hopeful for a spring upturn.

SOUTH . . . ATLANTA—Although January and February are traditionally slow, "this January's sales were off 16%" from last January's at Sharpe Appliance Stores, one of Atlanta's leading appliance chains. Owner of the stores, W. L. Sharpe, believes that the exceptional amount of wet, cold days has been the most important single factor in depressed sales (January was the city's coldest in 10 years). "A good segment of our customers work in some building trade, and our sales reflect the almost-complete stoppage of construction in January. All of our lines have been hard hit, but TV has suffered the most."

Craig Pinyan, sales manager, Cawthon & Hollums, said, "Business has been a little rough so far this year. Volume-wise, this January was as good as last, but profits and collections have suffered. In addition to weather that kept construction workers indoors, the assembly plant layoffs have also had a decided effect on our business." (Both the Ford and Buick-Oldsmobile-Pontiac assembly plants have closed a week this month for "inventory adjustments.")

Durwood Eubanks of Eubanks Appliance Co., whose appliance sales were also off from last year's level, said their repair business had been "very good," indicating that "people are fixing up their old appliances and will make them do until business in general improves."

Castleberry's owner, Charles S.

Castleberry, says that January would have been a very slow month for him, too, had it not been for "an exceptionally successful promotion." This was a 33-hour marathon sale for inventory clearance. The store was open constantly from 8 Friday morning until 6 Saturday night.

SOUTHEAST . . . MIAMI—Horse racing here is a business barometer. The hayburners have been off and running almost five months, but the pari-mutuel handle has been off. Down steadily 10% to 12%, the take has been better lately as the season rounds the last two months' homestretch.

When track results are muddy at Tropical and Hialeah, it means that tourists haven't come down in usual numbers and those here aren't spending as much. Appliance dealers were feeling the pinch, this year compounded by a 30% decrease in South Florida home construction.

But recent harsh northern storms and big tourist entertainment plans will be filling resort hotels well past the Patterson-Johansson fight. Eventually the local economy will benefit.

"It's very good a few days, then very slow," remarked John Hill, appliance buyer at Shell's City Supermarket. George Leonard in Miami Springs found conditions the same. He agreed with Hill there has been a little pickup during the last 10 days.

Distributors, like Jerry Outman for Westinghouse and W. W. York for Electric Sales and Appliances (Gibson and Hoffman), maintained that business was slightly higher than a year ago. Harvey Schapanski at Philco's Crawford Distributors retorted, "It's slow naturally, but we're getting our market share."

Air conditioners were moving because dealers have picked up good 1960 buys. Sales of refrigerators, portable dishwashers, washers and washer-dryer combos were up.

MIDWEST . . . OMAHA—"Business is chicken and feathers," commented Modern Appliances' George Huettelmaier. "Meat one day and lots of feathers the next." The pattern fit most dealers as January started fast but ended in the stretch.

"The first three weeks were good, but we finished \$1,400 below January, 1960. And last year we had heavy snows and a meat packing strike," Huettelmaier said.

While large dealers scrambled for the market, the smaller ones were playing the waiting game.

"When business is off," shrugged Barney Hoberman of National Supply Co., "promotions just waste your money. Right now, I'm just trying to make a living."

Sustaining items at Modern have been Maytag washers, while Zenith 19-inch portables were "moving well" at National.

Robert Hefflinger at Nebraska Furniture Mart was puzzled. "People are either paying cash or on money down. I've never seen that before. One or the other, but never mixed." Hotpoint and Frigidaire mid-tickets laundry and kitchen items were getting the play.

Although Paramount Radio's 76-hour Maytag marathon moved 119 pieces, January was "down," said Paul Bartley. "I'm betting it's going to shake loose within 30 days."

AHEAD IN THE NEWS

PHONO INDUSTRY FINISHED 5.1% UP from 1959 factory sales and 3.8% up from retail sales in final official count from EIA last week. Factories sold 4,523,385 units of which 3,339,777 were stereo in 1960 versus 4,303,617; retail moved 4,565,837 (3,334,547 stereo) compared with 4,397,857 in 1959. EM WEEK estimates for Jan. 23, Statistical Issue, page 52, put factory 14% ahead, retail 12% ahead.

STANDARDS MAY BE COMING for the diversified air-purifier industry. About 50 representatives (including officials of electric housewares, general appliance and central heating manufacturers) met last week in Chicago to discuss possible methods for getting rid of the chaos in the industry. Standards seem to be the answer. For the full story see EM WEEK next week.

COLOR TV PRICE BREAK hit Japan last week and is expected to sweep industry which is already blaming poor color sales on high prices. Mitsubishi and Hayakawa dropped Tokyo retail price of 21-inch color from \$1,444 to \$1,222, and 17-inch from \$1,166 to \$972. Meanwhile Hidetoshi Shibata, director of Nippon TV Network, is pushing industry to get 17-inch color down to \$300 in two years, says current prices are "ridiculous."

DISTRIBUTORS, CHECK YOUR OPERATING RATIOS against these 1959 medians for appliance wholesalers just released by Dun & Bradstreet: Current assets to current debt, 1.19 times; net profits on net sales, 0.88%; net profits on tangible net worth, 7.25%; net profits on net working capital, 8.39%; net sales to tangible net worth, 7 times; net sales to net working capital, 7.23 times; collection period, 41 days; net sales to inventory, 7 times; fixed assets to tangible net worth, 7.8%; current debt to tangible net worth, 97.4%; total debt to tangible net worth, 134.2%; inventory to net working capital, 93.9%; current debt to inventory, 105%; funded debts to net working capital, 18.2%.

YES, VIRGINIA, THERE WILL BE GAS REFRIGERATORS in New York after all. City Board of Health last week decided not to ban all gas boxes—its earlier plan—but to go along with proposals from the gas industry on how to rid the city of dangerous old boxes. Final vote on proposed legislation will come in March.

...THE MEDIEVAL PRACTICE OF HAGGLING has come back into use . . . in the retail trade, observed Stanley J. Goodman, president of Famous-Barr Co., St. Louis department store, speaking at Harvard Business School. Influenced by the auto industry, "a substantial portion of retailing has abandoned the one price system," he said.



WASHERS ON
ROOF-TOP

Agitator Shop, Pomona, Calif., gets attention of passers-by with this gaily painted display of washers perched on its roof. Customers comment on them.

What's Going On At Hoffman:

After temporarily curtailing manufacture of television sets last month, Hoffman Electronics Corp. will resume production in late March or early April.

Ray B. Cox, vice president and general manager of the company's consumer products division, was doing the talking. And he was out to knock down any report implying that Hoffman was suspending television and radio-phonograph operations indefinitely.

"We are very much disturbed by these reports," Cox explained, "and we've had a lot of calls from our dealers who are wondering what's going on."

Reason behind curtailment of production by Hoffman was a company effort to bring inventories into good balance. The intent at the outset had been to declare a temporary hiatus

after production runs were completed, sell off inventories until a point of balance was reached and then resume work as soon as possible.

The last television production run was completed in December, 1960, and Cox reported that inventory adjustment is approaching completion.

"We'll have to resume soon for our June line," he said. "We won't have any drop-in models." When production starts, it will proceed at about 1960's levels.

Hoffman halted stereo work temporarily, too, after completing a run last November. But after adjusting inventories, production started again this month. Current production of stereo is also "normal" by Cox's definition.

Radio phonos are being produced now. But any stop-and-go operation here Cox considers a normal industry pattern.

Is There UHF In Your Future?

Yes, if the Federal Communications Commission has its way.

The No. 1 problem today for the FCC in the media field is how to re-allocate commercial channels to take full advantage of UHF in order to establish nationwide competitive television.

And as the situation stands now, the solution almost certainly will have repercussions on set manufacturers. Why? Because involved with the overall problem of making UHF more attractive is the question of how to get more sets capable of receiving UHF in the hands of the public.

To meet this problem, the FCC early last year asked Congress to pass a law permitting the commission to require that manufacturers producing sets for interstate sale build into them the ability to receive UHF as well as VHF channels.

The bill (H. R. 10817) was introduced on March 1, 1960, by Rep. Oren Harris, chairman of the House Interstate and Foreign Commerce Committee. Companion legislation has also been introduced in the

Senate.

No action was taken, but outgoing FCC Chairman Frederick C. Ford recently expressed the hope that Congress would hold hearings on the proposal this year.

And while the FCC has not yet sent a similar bill to the new Congress, it is believed that Newton Minow, new FCC chairman who takes over in mid-March, shares Ford's view.

The current outlook: The bill will be introduced again, but because of the urgent matters being laid before Congress by the Kennedy administration, Washington sources doubt that the proposal will move beyond the hearings stage this year. Floor action on the legislation would then be expected in 1962.

An important factor in the future of UHF will be the results of FCC tests on UHF effectiveness in a "canyon city area." The commission has appropriated \$2 million for the operation in New York. The tests are now scheduled to begin some time during the spring.

What makes **HOOVER** biggest in home-care appliances?



Anticipating the housewife's needs is one way Hoover creates
new profit opportunities for you!

Generally speaking, people don't know they need a new product until it's been invented. Not so with the Hoover Electric Floor Washer. Women have been wishing for just such an appliance for years. And because Hoover anticipated this wish, and worked to satisfy it, the automatic scrubwoman became a reality. So now, a housewife's messiest,

hardest job has become practically automatic.

But the good that Hoover's inventive turn of mind produced doesn't end there. You benefit, too, with a brand new market to sell and new profit opportunities to capitalize on. Add a dash of salesmanship and you've got it made. The Hoover Company, North Canton, Ohio.



HOOVER.



FINE APPLIANCES... *around the house, around the world.*

PRICE MAINTENANCE: What's The Industry Doing About It?

There are only two ways, in the opinion of some industry leaders, that housewares manufacturers can effectively maintain retail prices: (1) consign merchandise directly to retailers, or (2) enforce Fair Trade laws where they exist.

Over the past several weeks, however, a number of housewares producers have announced they will follow a third method. Although each manufacturer's program is different, they all embody some form of selective distribution.

PRODUCERS GO DIRECT

Most recently Landers, Frary & Clark announced it would sell its luxury Universal line of electrics, which carries a 25-year guarantee, exclusively to department stores on a direct basis.

General Electric several weeks ago brought out a new floor polisher and vacuum cleaner under its old Premier label. The items, to be sold on a direct basis, will be price-maintained. G-E also has an electric blanket line, the Southport, which it sells the same way.

Casco Products Corp. is marketing a full line of electric housewares that it will sell only to franchised dealers on a direct basis. The company promises to police prices and prevent transshipping and back door selling.

John Oster Manufacturing Co. is experimenting with a drop-shipment program that includes four specially made items. The products are a can opener, a fry pan, a blender and a steam iron. They do not have suggested retail prices, but will be drop-shipped to certain retailers in some areas. Billing will be through distributors.

Hamilton Beach is manufacturing several electrics as a separate line, called the Volume Producer. This is strictly a promotional line and will be used primarily to step customers up to the company's regular higher priced models. At the same time, it is hoped that the VP line, serving as a price leader, will protect the company's regular line of electrics.

Proctor-Silex, with the same thing in mind, is introducing a promotional line of Proctor-Silex-labeled electrics, which will be sold to small stores through selective distribution. This will give the smaller retailers the opportunity to compete with bigger stores and at the same time protect the price of Proctor's regular line. Landers, Frary & Clark also has come out with a promotional line that will be sold on a direct basis.

WILL THEY SUCCEED?

Yes, but, according to certain large-volume retailers, on a moderate scale. They claim that with limited distribution there is usually limited selling. Electric housewares, they hold, must sell in volume in order to be successful.

Early response to some of the direct programs has been encouraging, although spokesmen say it's still too early to tell. Leonard Cramer, presi-

dent of Casco, said: "We have only a handful of dealers at the moment signed up. But until our sales force is in the field—and that won't be until March 15, we won't know how successful the program is."

A spokesman for G-E said response to the Premier line is "excellent."

Cramer said he believed his program would succeed because unlike others similar to it "it wasn't riding two horses." The Lady Casco line will be sold only on a direct basis, he said. He also noted that because of the realistic price of the items "25% to 33% below current manufacturers' list prices, dealers have a good margin."

However, distributors and retailers who are not included in these programs are a bit skeptical. As one distributor put it:

"With the success of these direct-to-department store setups comes failure. Manufacturers will be able to protect their lines only as long as the items are not too much in demand. Items must be in demand before they can become bootlegged. When that happens you're back where you started from."

He pointed out further:

"Suppose one store of a buying chain becomes a franchised dealer. What's to prevent him from unloading

some franchised merchandise he can't move on another store in the same chain? Nothing. Then you have price cutting again."

Cramer, answering these objections, stated: "Any franchised dealer who sells to another retailer is violating his contract and can be prosecuted. If a store cannot move some of its franchised merchandise, Casco will gladly buy it back from him."

Some retailers also minimized the impact that Landers, Frary & Clark's luxury, direct-to-department store line would have in the stores. The company, they said, need have little fear from price cutters since discount houses wouldn't be interested in handling the line anyway because of its high price and limited market.

FAIR TRADE ANYONE?

It's not completely dead. As a matter of fact, the ranks of Fair Trade supporters may have a new member shortly. Last week Borg-Erickson, bath scale maker, announced it was trimming its distributors and was studying a Fair Trade enforcement policy.

Some companies in the housewares industry still successfully fair trade their products, although general Fair Trade enforcement in the field was abandoned about three years ago.

Such companies like Rubbermaid, Corning, Salton, Bissell and Chemex enforce suggested retail prices even in discount houses and in the most competitive areas, wherever Fair Trade is legal.

When asked about this, retailers observed that Fair Trade works for those manufacturers (Corning and Chemex) which made products that were unique and could not be obtained from other sources. A retailer who wants to carry these items is obliged to sell them at the manufacturers' suggested retail price, otherwise the producers take them away from him. But in the housewares industry there are few producers who can "lean" on their retailers with any results.

In the case of other producers (Bissell, Rubbermaid and Salton), their products have such strong consumer acceptance that a retailer does not want to jeopardize his position with the factory.

PRICE AND THE LAW

At the moment, officials of Landers, Frary & Clark are trying to figure out how they can maintain prices on their luxury line without stepping on any legal toes. The company isn't saying very much on the subject, but a spokesman covered it this way:

"We'd like to control prices, but you have to be careful if you come up against the Robinson-Patman Act. All we want to do is increase profits for our retail outlets, and we want to do it legally."

What is the Robinson-Patman Act? Briefly, it is concerned with price discrimination.

Three provisions of the act directly affect the housewares industry. Section 2(a), which gives the Federal Trade Commission power to designate the markets in which quantity discounts may be "unjustly discriminatory and promotive of monopoly" and to set limits on discounts there; Section 2(c), which prohibits anyone who buys on his account, whether he is a wholesaler, chain store or buying agent, from receiving a price reduction even though the seller may realize more by selling him and allowing the brokerage than by selling through a broker; and 2(e), which forbids the furnishing of services except to all buyers "on proportionally equal terms."

The law appears formidable to housewares manufacturers and retailers, and most of them have been content to leave it alone rather than try to interpret it for their own use.

Despite efforts by manufacturers to restore some price-order in the housewares industry, results so far have been negligible. It is the belief of many industry leaders that until the largest manufacturers come up with some programs, most efforts by individual producers will enjoy only limited success. Those who are hoping for federal legislation to see them through are entertaining false hopes—at least during this session of Congress.



Macy's Shows Off Its Housewares

An eye stopper in Macy's Herald Square housewares department during its annual housewares sale and show is this island display. A paper mache chef appears to be juggling cooking utensils and gadgets, held up by a wire arc. A multi-tiered, open-shelf arrangement displays other housewares items.



Sitting Pretty At The Western States Show

Teamed up for business, and to publicize last week's opening of the Western States Hardware-Housewares Show, are K. B. Jacobsen, left, manager California Retail Hardware Assn., and Tom Peyton, right, president of the San Francisco Pot & Kettle Club, with the show queen, Jean Herley.

U.S. Aim: Bring Back The Gold With Bundles For Britain

Next June 26, this country will open a housewares shop at 58 St. James' St.—right in the heart of London's Piccadilly Circus. The objective of the first permanent United States sponsored overseas trade center? To sell U. S. goods abroad and help correct the current imbalance in the U. S. balance of payments and start some gold flowing in our direction.

There's no reciprocal trade deal in the wind at the moment, but E. J. Krause, director of the trade centers division of the Department of Commerce, feels that there might be soon. "There have been indications from the British Board of Trade that they'll be watching the program to see how it works," he explained. The plan might backfire if the Britons like it too well. They might decide there's a bigger market for their housewares in the U. S.

"A showcase of American goods that will offer a new dimension to established and potential exporters for introducing or furthering sales of their products in the United Kingdom," is what the Department of Commerce calls the center. Aggressive promotion by joint government and industry teams, and attractive display facilities—available at no cost to exhibitors—are expected to provide a "sales package" unprecedented in the history of U. S. export trade promotion.

British businessmen and prospective agents will be invited to visit the show at its convenient location to look over the housewares on display. It's hoped that the visitors will gain a broader knowledge of and desire for American products and services from their visit.

What's the market potential in the U. K.? According to Krause, "Britain offers a promising market for

American housewares." It's a big market—52 million people and 16 million households (300,000 more this year). And the British are ready, willing and able to buy. For the past 10 years, they've enjoyed close to full employment in the populous areas and the consumer base has been considerably broadened by a redistribution of income through taxation and welfare programs. The icing on the cake is that the public has been quick to accept the advantages of installment buying since the government lifted restrictions on it in May, 1959.

Housewares were chosen as the first to represent American industry because the American embassy in London decided that they had two qualities that would endear them to the British businessman. First, there are many U. S. housewares that would find little or no competition on the British market. And the uniqueness of American design is particularly attractive to beef-eating consumers.

Who's going? Because of space limitations, only those manufacturers producing lines with little or no competition in the U. K. will be invited to attend. "To date," Krause told EM WEEK, "about 50 manufacturers—both large and small—have told us that they definitely plan to attend. About 75 others wanted more time to think about it."

Here are some of the companies that definitely plan the trip to London: West Bend Aluminum Co., Wear-Ever Aluminum, Inc., Mirro Aluminum Co., Revere Copper & Brass Inc., Corning Glass Works, Westinghouse, International Silver Co., Bayless Manufacturing Co., Fred Meyer of California, John Charles Co., Wilshire Manufacturing Co., Cordomatic Corp., Farber Inc., and Garner & Co.

HOUSEWARES

MORE IONS IN THE FIRE: Philco this summer will introduce a portable negative ion generator to be called the Ionotron. While price and design are still incomplete, the new unit is expected to be similar to the negative ion generator brought out three years ago as a window air conditioner add-on. Philco has been talking with McKesson & Robbins, so there's a strong possibility the unit may be sold through drug stores. ■

CIVIL WAR CENTENNIAL MARCHES ON. This time to Loveman, Joseph & Loeb, Birmingham, Ala., department store, which, starting Feb. 27, will devote 13 windows to ante-bellum kitchenware displays in the store's Housekeepers' Carnival promotion. Items include charcoal-burning irons, alcohol-burning coffeemakers and coffee mills, many from the Landers, Frary & Clark collection. ■

"ALL YOU HEAR IS THE SIZZLE OF WHISKERS being cut," said L. V. Aronson, Ronson Corp. president, as he explained the new noise depressant improvements in the company's new \$23.50 CFL-Mark II shaver. It also features an "instantly replaceable cutting system that can be changed by the shaver user as fast as switching a razor blade." Aronson said "replace-it-yourself" cutting system is the most inexpensive user self-servicing convenience yet devised. "Although other electric shaver cutting systems can be replaced," he said, "this is possible only at a service station or dealer, and at twice the cost." The accessory kit will have a retail price of \$3. ■

ARE SHAVER BLADES SELF-SHARPENING? Ronson's Aronson doesn't think so. He claims electric shaver makers "should face the fact that, contrary to claims, there is no such thing as 'self-sharpening' shaver blades." But L. W. Prestin, Sunbeam vice president, disagrees. He attributed his recent sales increase to the "high preference and strong appeal of the self-sharpening, triple-blade design among safety razor users." ■

A THREE-WAY CORNING WARE SPECIAL that can be used for Hardware Week (April 20-29), Mother's Day or June Bride promotions is being offered on the company's 1-quart saucepan, regularly \$3.95, reduced to \$2.98 from April 3 through May 13. ■

MOWER SAFETY BILL IN N. Y. LEGISLATURE would prohibit the sale or possession with the intent to sell of lawn mowers operated by a motor or an engine unless they are equipped with guards or other safety devices as prescribed by the industrial commissioner. Violations would be considered misdemeanors. The bill, introduced by Assemblyman Daniel Becker, was referred to the internal affairs committee. ■

APPLIANCE-TV

OPERATION SNOWBALL INCHES FORWARD. Corning Glass Works' giant promotion has been scaled down to pilot runs this spring—some time after Easter—in (1) shopping centers, (2) marketing. How much farther Corning goes after that depends on contributions from set manufacturers to the company's half-million dollar kiddie. Corning officials are currently seeking money on basis of revised plan, but now Dow Chemical's aid is in doubt because of revision. Although official theme of campaign is still being debated, Corning will aim large chunk of it at owners of TV sets more than five years old. Happy note for Corning: Strong NARDA support. ■

RESIGNATION OF ROBERT L. SHAW as executive vice-president of DuMont-Emerson Sales Corp. is set for Feb. 28. The former Sylvania executive had the job for five months. ■

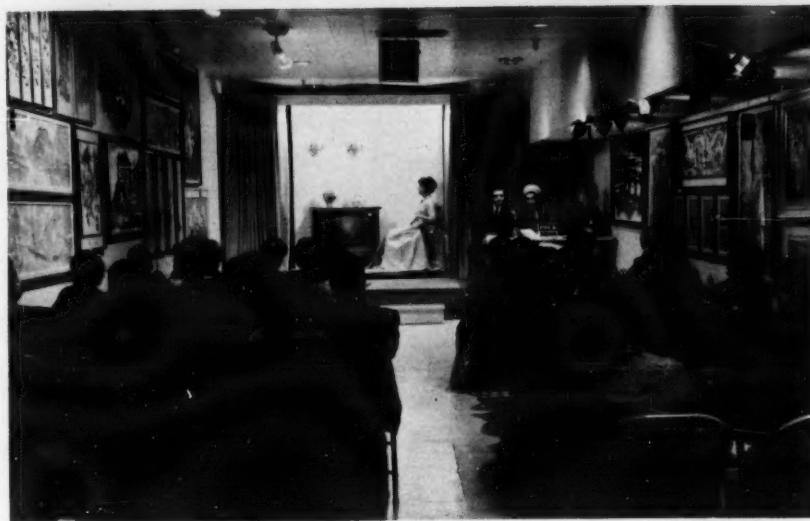
JAPANESE CLAMOR FOR HELP in curbing transistor radio exports to the U. S. from Okinawa. Total exports last year hit 70,000, could keep growing. MITI wants Okinawa government to impose quota system on island shops which have been assembling radios with Japanese components and exporting them to the U. S. under American brand names. Right now, only way to check non-quota export is to cut off supply of parts, but Tokyo notes radio business only successful manufacturing industry Okinawians have so far and may not suspend parts exports because of it. ■

RCA WILL START PUSH ON NEW 17-INCH PORTABLE, 21-inch color set today as part of Bargain Bonanza program. Campaign runs through Friday. The portable (model ITI-A-08) in metal cabinet has \$149.95 list. Color set (211-CD-47) is low-boy at \$795. Special savings to dealers on selected sets is also part of program. ■

G-E'S STACKING ITS LAUNDRY UP against other top makers' offerings in a snazzy booklet "for use by G-E dealers only." But one leading laundry manufacturer is missing from the point-by-point comparisons. You guessed it: Hotpoint. ■

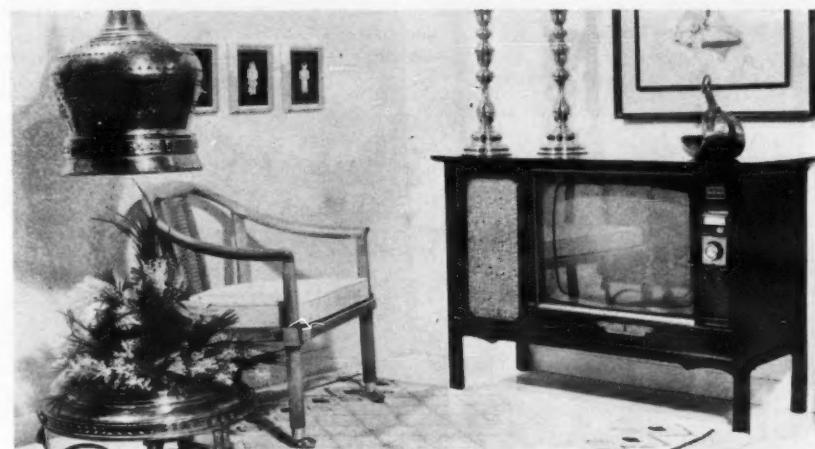
SPECIAL MARKETS REVISITED: Admiral, big in brown goods leasing, now will try more of the same with white goods. Targets for leased refrigerators, air conditioners, ranges and dishwashers: Apartment house operators. ■

LOOK WHAT THEY'RE PUTTING ON RECORDS these days. Davega, New York discount chain, is touting a series of records, which give advice on subjects ranging from bowling to how to plan a dinner party. G. Schirmer Music, on the other hand, takes an educational approach with its "News-Record-of-the-Month" language club, which teaches you French or Spanish through news bulletins in those tongues. ■



HOW POLK BROS. PUT TV-STEREO IN HIGH STYLE

Panels like the one above and stylish room settings, (below) keyed to Westinghouse TV consoles, drew 4,000 Chicagoans to Polk's. Four shows a day promoted the high-end brown goods with fashion models in lounging styles and interior decor blending furniture and consoles into 14 "original home entertainment settings." Show visitors asked questions of designer, heard editors talk decorating.



The Hot And Cold Running Future

Two practical applications of thermoelectricity and still greater emphasis on heat pumps made the big news at last week's International Heating and Air Conditioning Exposition in Chicago.

Key new products were:

- A prototype gas furnace which uses four thermoelectric units to convert generated heat into enough electricity to run an 8-volt blower motor.
- A 1½-cubic-foot, thermoelectric milk cooler which may be on the market later this year.

The Luxaire gas furnace—developed by C. A. Olsen Co. of Elyria, Ohio—requires no outside source of electric power.

Its thermoelectric generator is similar to the one developed by Westinghouse (EM WEEK, Jan. 30, 1961, page 2). But, while practical use of the Westinghouse unit is probably two or three years away, the Luxaire could be ready sooner.

Olsen Co. wants more time for testing before it talks price and availability, but the furnace displayed in Chicago was a working model.

The thermoelectric milk cooler has no moving parts. It's made in Canada by General Thermo Electric Co. An unnamed American distributor may put it on the market (with a \$200 to \$300 price tag) late in 1961.

The cooler will measure about a

yard square and keep eight quarts of milk at a constant 40 degrees. General's engineers admit the price is steep, but see the cooler as the first step toward decentralized refrigerators.

Everyone pushed heat pumps in Chicago and traffic was brisk. "The heat pump is growing and growing," beamed York's Fred Wood.

Heat pumps both heat and cool, removing warm, interior air in summer and using outside air to heat in winter.

Most heat pumps are big. Central residential pumps lack compressors powerful enough to heat when outside temperatures fall below 40 degrees. Homes in northern states must now combine a heat pump with supplemental resistance heating. Big breakthrough will come when engineers make a compound compressor small enough so that residential pumps can be used in any climate without supplemental heating.

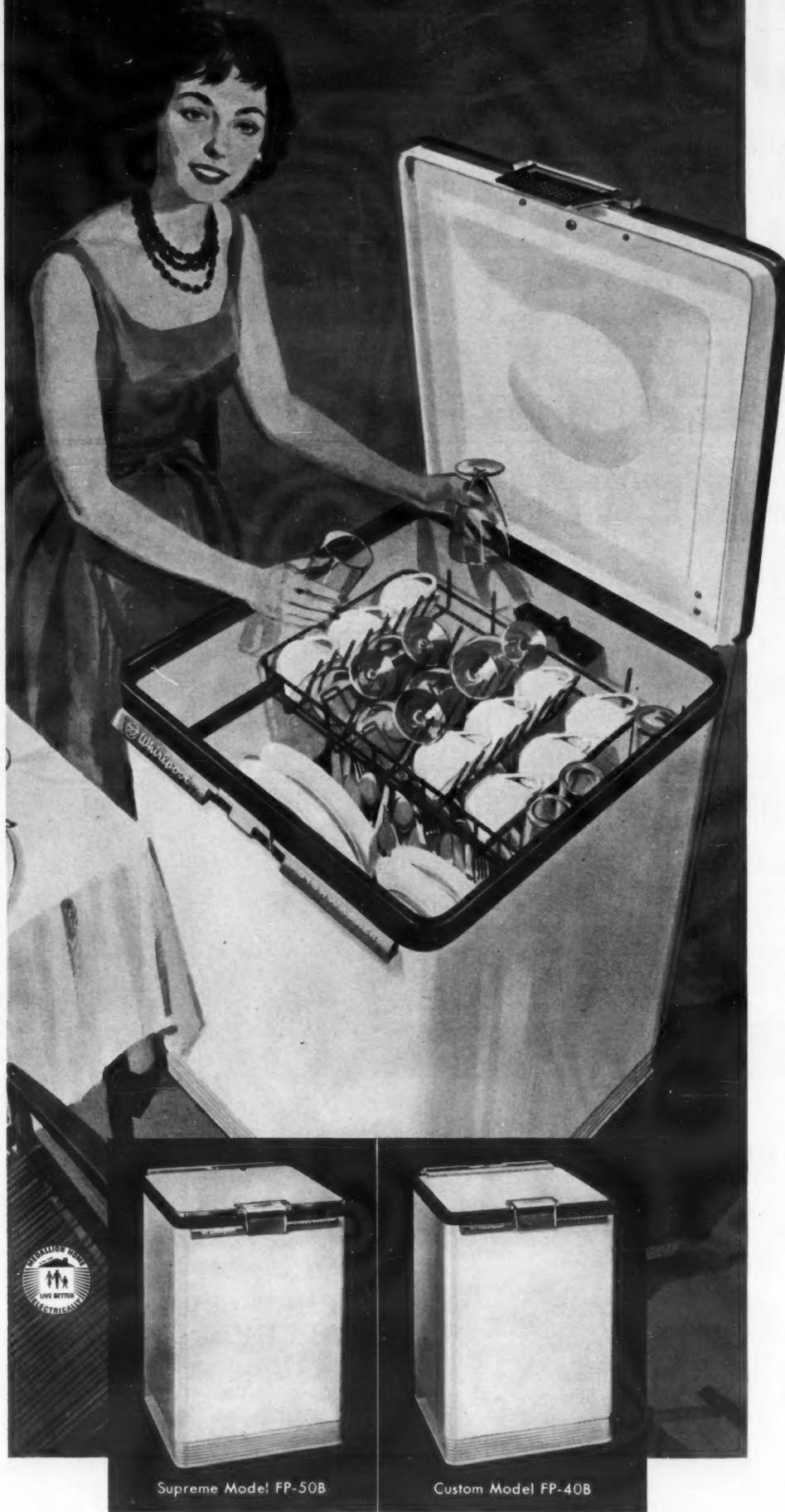
Best guess for that? "Maybe five years," one engineer predicted.

This was no show for appliance dealers. Giant central units had most floor space; consumer products just weren't around.

Some cheering words—for dealers and everyone else—came from York President Joseph Elliott. "1961 could be good," said Elliott, adding a qualifying, "If the weather is hot."

YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE

**NEW! RCA WHIRLPOOL
PORTABLE DISHWASHERS**



Now...these
"popular sellers"

**ARE
EVEN
EASIER
TO SELL**

Features such as Filter-Stream*
washing action...4 automatic settings
... "Random-Loading" ... give you a
big sales advantage!

Here is real dishwashing convenience. It rolls right up to the table for loading with no more work than it takes to clear the table. The Filter-Stream washing system uses "dynamic water" to wash and rinse dishes sparkling clean. No tedious scraping or pre-rinsing is necessary and water is filtered constantly. A single control with 4 settings permits complete flexibility. It is easy to load this dishwasher to get best results, and it's easily stored in a corner or closet when not in use. And it can be sold to anyone wherever they live—to homeowners or renters. Get all the facts from your RCA WHIRLPOOL distributor.

*Tm&.

Join up! . . . it's easier to sell RCA WHIRLPOOL
than sell against it!


whirlpool
CORPORATION
ST. JOSEPH, MICHIGAN

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

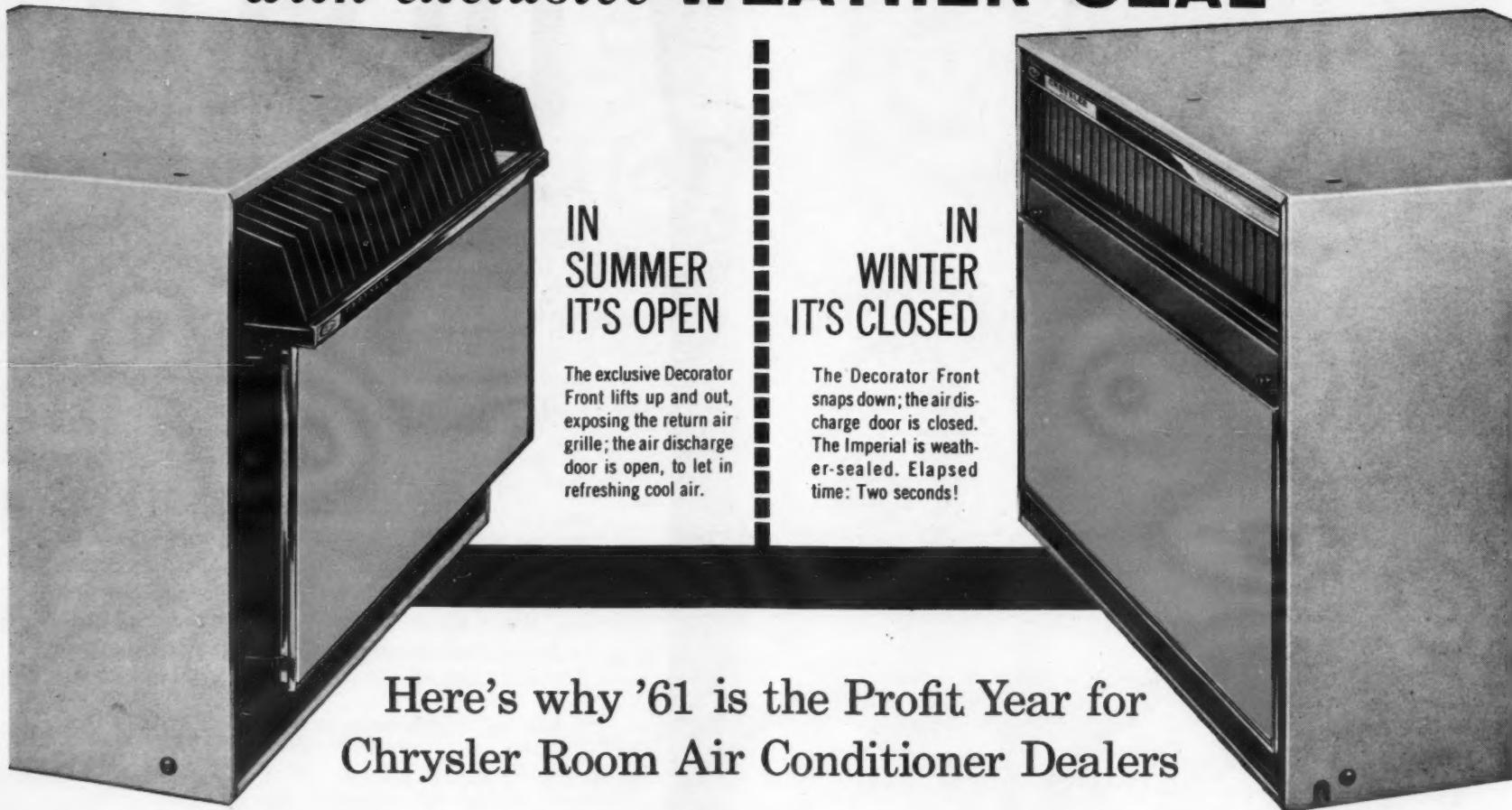
Use of trademarks ® and RCA authorized by trademark owner Radio Corporation of America

ONLY ROOM AIR CONDITIONER YOU DON'T HAVE TO REMOVE OR COVER IN WINTER!



IMPERIAL

with exclusive **WEATHER-SEAL**



Here's why '61 is the Profit Year for
Chrysler Room Air Conditioner Dealers

CHRYSLER HAS THE FEATURES!

Can you top these: Exclusive Weather Seal. Exclusive reversible Decorator Front. Exclusive Air Door that delivers cool air 50% farther with 46% less noise. New Universal Mounting Kit for two complete lines. Permanent, washable, germicidal filter. And dozens more. Call your Chrysler Distributor for the full story.

CHRYSLER HAS THE LINE!

Can you top the range: Units from 6,000 to 28,000 BTUH. Slim, trim units for conventional windows . . . 18 models, many with reverse cycle and supplemental heating. Special casement units that install in two minutes . . . without removing or altering window frame or pane. Plus complete line of built-ins.

CHRYSLER HAS THE INCENTIVE!

Can you top the trip: A fabulous vacation cruise aboard the majestic *M/S Bianca C* . . . all expenses paid. A very modest order gets you and your wife aboard as the ship follows the sun to the fun ports of the sunny Caribbean . . . Nassau, Kingston, Port-au-Prince. Don't miss out! Call your Chrysler Distributor today!

Chrysler Corporation, Airtemp Division, Dept. BH-21B, Dayton 4, Ohio

YOUR personal BUSINESS

Someone is watching over us all department: In a recent speech, Chamber of Commerce President Arthur H. Motley reassured all Americans: "What Kinsey and Marilyn Monroe have done for sex, we should be able to do for safety." So relax already.



If you don't have a sound will, you should move today to make one. The continued success—in fact, simply the continuation—of your business in case you die depends on the soundness of your preparations. Many successful small businesses have been forced into liquidation because their owners died without having a proper will.

The fact that your business is a small one is no excuse. Small estates need just as careful planning as larger ones. Though the tax factors may not be so large in absolute figures, potential shrinkage is proportionately higher in smaller estates—not only in terms of administrative costs but also in terms of losses due to lack of prompt experienced attention to your business' affairs.

What should you put in your will to make sure that the management of your business can be passed on without dissolving your present operation? Your lawyer, accountant, insurance adviser and banker can help you answer that question. And, by all means, you should seek out professional advice before drawing up your will. But, as a guide, here are some of the things you should include:

You should provide for your executors to carry out any arrangements made during your lifetime for the sale or other disposition of your business interests. Or, in the absence of any such arrangements, give them power to continue operating the business during the time your estate is being administered. If you don't give specific authorization to continue your business, the court, which has jurisdiction over administering your estate, may order its immediate liquidation.

You should give your executors specific power to hire managers, agents, consultants, brokers and accountants. Or, if your business is incorporated, give them power to vote your shares in whatever way they deem best.

You should authorize your executors, particularly a bank or trust company, to lend money to or for the business, and to or for any corporation representing it, in order to assure its uninterrupted profitable operation.

If your minor children stand to inherit all or a part of your business, you should appoint a trustee to hold and manage the property, at least during the children's minority. Such a simple trust arrangement usually will prove more effective and practical than will a guardianship.

A trust may be less expensive, for one thing. Why? A guardian must furnish a bond, but a trustee doesn't have to. And a guardian must go through the legal expense of petitioning the court for authority to act. Trustees' powers eliminate such cost.

A trust is particularly called for where several children (minors or not), or various other beneficiaries are involved. Why? It assures continued operation of the business.



Are you looking for a good secretary? Now's the time to hire one. Because of the business slowdown, there are more secretaries available than usual. But, warns the National Office Management Assn., if business picks up, competent office help will be in short supply. What is the reason? Fewer young women are choosing secretarial careers these days.



IT ALL STARTED WHEN . . .

An Inventor Swept Up A Railroad



Not too many years ago an inventor developed a vacuum cleaner more powerful than any other machine on the market. For six months his wife tested the machine on the new living room carpet. He was overjoyed at her weekly report. However, before the test was complete, he met with a setback—the carpet disintegrated. His machine was so powerful, it not only absorbed surface dirt, but sucked granules of floor dirt through the carpet, slowly tearing it to shreds.

During the development of the home vacuum cleaner, a similar problem undoubtedly must have been encountered. Although America's first suction cleaner was patented in 1859, for some unknown reason it never was accepted by the public. The machine, invented by a man named McGaffy, was driven by turning a hand-crank that rotated a fan.

Then, at the close of the last century, a St. Louis railroad worker secured a contract for cleaning out all the railroad cars at a local freight depot. Although he had no experience at this type of work, he reasoned that he only had to blow air through a hose and within a few minutes, the dirt would be blown out of the car. His blower worked fairly well, but after spending several days coughing and wheezing in clouds of dust, he reversed the procedure and had his mechanism suck the air through the hose.

About 10 years later, Murray Spangler, a janitor in a large Canton, Ohio, department store, found a method to prevent stirring up dust from the carpet he was cleaning. He took an electric fan to provide suction, and added a rotating, sweeping-brush driven by the fan motor—thus creating a portable suction-sweeper. By attaching his wife's pillow slip behind the fan, Spangler solved one of the greatest difficulties in vacuum-cleaner construction—catching the dirt.

Spangler thought his gadget might be commercially acceptable, so he took it to some friends who operated a saddlery and harness plant. They became interested and asked their son, a traveling salesman, to try and sell the item. Before going on the road their son made some design improvements, then took a few cleaners on his next sales trip. He found it an easy item to sell and, with his father, began manufacturing cleaners. Their name—Hoover.

Not only had Hoover developed a salable piece of merchandise, but inadvertently he had discovered how to sell it. Said Hoover, "I would stock up a hardware store with cleaners, go out two months later and find none of them moved. I would get busy and demonstrate them to housewives and move the stock."

In time, the company advertised a free 10-day trial offer. When a woman replied, Hoover would write the local hardware store asking the merchant to demonstrate the unit personally. Wrote Hoover: "If she decides to buy it, there will be \$22 out of the \$69 sale for you." The vacuum cleaner has been a great asset to appliance dealers ever since. Last year 3.4 million units were sold in the United States.

ABOUT THE AUTHOR—The "story behind the product" has always fascinated Ben Leiburger, who as an assistant editor in McGraw-Hill's "Product Engineering," is in a unique position to pursue the subject. For some years now he has written a widely read column of historical anecdotes for his own magazine. It makes such fascinating reading that EM WEEK has asked Leiburger to do a similar column for this page once a month.

new and needed

Big bonus for Merchandising Week subscribers! As Part II of the July 3, 1961 issue of Merchandising Week, you'll be receiving a wonderfully useful business book . . . and it won't cost you an extra cent! It's the 1961 Home Goods Data Book, and will contain the greatest amount of "how to do it" and "where to get it" information ever offered retailers in this field. In your personal copy of the Data Book you'll find a world of ready-to-use information on Retail Operations — Marketing of all products you now handle or should consider handling; Advertising and Promotion of both your store and products; Business and Financial guidance and reference material; Store Operations information covering everything from site selection to sales training. Included in your Data Book will be eight separate directories of products and manufacturers, indexed for easy use. The 1961 Home Goods Data Book is a business tool you'll use right through the year — and best of all, your copy is reserved for you right now!

Top quality appearance Your Data Book will be a solid, professional volume, in a permanent, hard cover. Bound so that it will open flat to any page for easy use; top quality, fine-screen reproduction. Standard reference book size, 8½" by 11¼" — convenient to keep right at hand.

Special Editorial Staff Home Goods Data Book has its own, year-around editorial staff, concentrating entirely on providing the most useful information for you in this once-a-year offering. These specialist editors are backed by Merchandising Week's entire staff (by far the largest editorial staff in this field), and by all the resources of McGraw-Hill, world's largest business publisher. You're getting the very best available in editorial attention!

Useful-every-day information on nearly every part of Retail Operations will be found in your Data Book. Want information on the trend in laundry-combination sales, or power mowers, floor polishers or dozens of other products? You'll find it in the Data Book. Want expert advice on how, when and where to advertise? You'll find it in the Data Book. Want ready-to-use financial information, time-saving charts and tables? Or information on store layout, displays, selecting and training personnel? You'll find it *all* in your Home Goods Data Book!

New all-products buying guide Never before have retailers been equipped with as broad a directory of products they handle, or should consider handling — or one as easy to use. Eight separate directories list thousands of manufacturers under hundreds of product categories. You can get the information you need in sales-saving seconds! Here are the eight directory sections:

- Major Appliances/Kitchens
- Outdoor Power Equipment
- Home Entertainment
(radio, tv, hi-fi, stereo, tape, organs)
- Electric Housewares
- Floor Conditioning Equipment
- Non-electric Housewares/Lawn and Garden Accessories
- Master list of Brand Names
- Master list of Manufacturers
(showing name, address, telephone)

Beyond these easy-to-use directories, you'll find page after page of manufacturers' ads — showing their full lines, their product features, their promotions and dealer aids — all classified by product categories. Handy? You bet — and there'll even be quick Reader Service cards to bring you any additional product information you need.

All this value, without extra cost! And that means just what it says. Your copy of the Home Goods Data Book comes to you without extra charge or obligation of any kind. It is a valuable bonus for all Merchandising Week subscribers, and your personal copy of the 1961 edition will reach you on July 3. Watch for it — you'll want to start using it right away!

Advance word to advertisers If you market a product sold through home goods retailers — or are considering this type of retail distribution — you should have the complete Home Goods Data Book story. A copy of this announcement brochure should reach you in the mail within the next few days. It explains in detail the many unique advantages of advertising in the Data Book . . . the unusually low cost . . . the many high-productivity features. If you do not receive a copy this week, we'll be delighted to send one at your request. Write Home Goods Data Book, Electrical Merchandising Week, 330 West 42nd Street, New York 36 — or ask your Merchandising Week representative.



the annual

Home Goods Data Book



NEW AND NEEDED

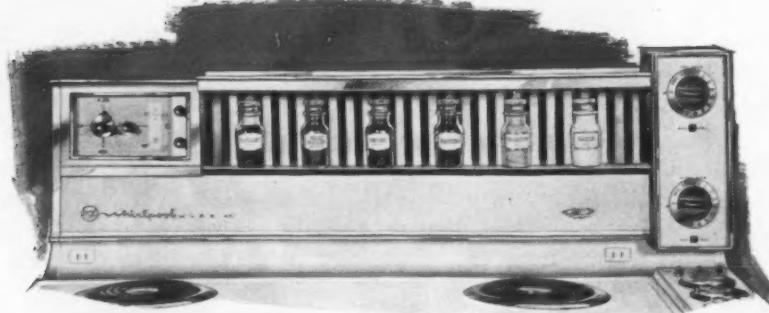
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A McGraw-Hill Publication 330 West 42nd Street, New York 36



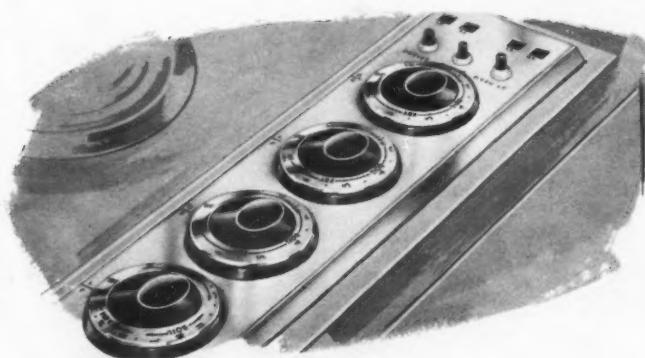
YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!

ANNOUNCING...RCA WHIRLPOOL



New! Convenient Gourmet Shelf

Right on the top of the range is this convenient shelf that comes complete with apothecary bottles filled with condiments . . . salt, pepper, herbs and spices. Saves time . . . saves steps . . . ends searching for seasonings while cooking.



New! Counter Control Center

Controls have been moved to the top of the range just like a built-in model. They are easier to see and operate. Flip-Top infinite-heat controls make it easy to "fine tune" exact heats. Just touch the top and up it pops, ready to dial.

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

ELECTRIC RANGES FOR 1961

ENTIRELY NEW AND EXCITINGLY DIFFERENT

Look!...Exclusive features women understand make selling so much easier for you!

RCA WHIRLPOOL new electric ranges with Cabinet-Mate* design fit right into any kitchen. They're at home with any decor. Their flush-fit, architectural styling gives a built-in look without built-in cost. But styling is only part of the story. There's a model for most every need in 30-inch and 40-inch sizes. There are double-oven and infinite-heat models with price structures that give you a good step-up story. And there are entirely NEW features that attract the fancy of any homemaker. A new oven heating system with reflectorized broiler, Automatic Mealtimer*, exclusive Bar-B-Kewer® with rotisserie, Roast Sentry*, exclusive Roto-Baste* and Ka-Bob*, Full-View oven doors, automatic oven pre-heat, "sink-size" broiler pan and removable oven door for easy cleaning, are just a few of the oven features.

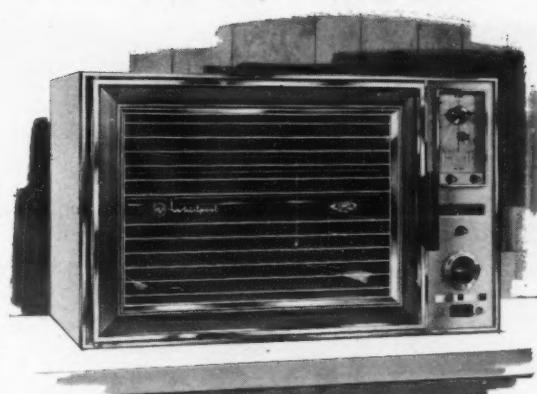
The range tops include such features as new Spillguard, Thinline top, thermostatic top unit, Dispos-A-Bowls*, lift-up heating elements and removable controls. These are some of your real salable features. Others are illustrated below, but see your distributor for the full story.

Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!



New! Beautiful Built-in Look

The new RCA WHIRLPOOL Cabinet-Mate design is counter high and counter deep to match standard cabinets. A built-in look is accomplished without expensive installation costs. Range and cabinets fit flush and snug, side to side.



Model HE2900

New! Modular Oven

Hang it...set it...stack it...wherever it's most convenient! It can be hung at eye level where it functions like a built-in. It can be placed on a counter top. No mechanical installation necessary. Or stack up two for double-oven convenience.

*Tm&.

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

EM WEEK
READERS
SAID...

EM WEEK welcomes expressions of opinion from its readers for publication, subject, of course, to final editing and approval by editors.

Editor, EM WEEK:

Under the caption "Your Personal Business" on page 13 in the Jan. 30 issue of EM WEEK, we note you suggest using 3.846% in computing 4% sales tax. This, no doubt, would result in a saving, but would it be acceptable to the state when we remit on our tax? We must report total taxable sales and remit 4% less 2% allowed by the state as collection

service. Will you please explain how this saving applies to us?

C. Ray Sumner
Elkland Auto & Home Supply
Elkland, Pa.

Our suggestion was that readers—if their cash registers show only one total, that is, sales plus customer tax payments—use 3.846% rather than 4% when computing their tax debts at the end of the day. That way, you can keep from paying tax on tax.

Mr. Sumner still has a problem, though: Finding his total taxable sales (cash register total minus customer tax payments) to report to the state. Recalling our high school algebra, we came up with this formula for him: $x/Ts + .04Ts = Ts$, where x is the factor he's looking for, Ts is total sales and .04 is his state sales tax. Working that equa-

tion out, you find that x is .9615, and, if Mr. Sumner will multiply the figure he takes off his cash register by .9615, he'll have his total sales.

Editor, EM WEEK:

Our clipping service picked up the wonderful story on theatre screen advertising in your Jan. 23 issue.

As I read through the story, I noticed that one of the TSAB companies, United Film Service, was listed as located in Kansas City, Kansas. It is possible that our copy was submitted incorrectly to you. In any event, would it be at all possible to run a correction in your next issue stating that the company is located in Kansas City, Missouri?

Martha L. David
Theatre Screen Advertising
Bureau
Chicago

ELECTRICAL
MERCHANDISING
WEEK
VOL. 93 NO. 8

LAURENCE WRAY EDITOR

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DON'T MISS IT

FOUR-COLOR PHOTOGRAPHS, the first to run in EM WEEK, are the dealer helps in the article, "What Makes This A Great Store?" on pages 19 through 21. These pictures show how you can use color on the exterior and interior of your store.



NOW STARTING OUR THIRD YEAR WITH THE FINEST NAME
IN ELECTRICITY, WE PROUDLY PRESENT...

THE QUALITY ROOM AIR CONDITIONERS
YOU CAN SELL WITH CONFIDENCE

Thomas A Edison
ROOM AIR CONDITIONERS



MAIL THIS COUPON TODAY FOR DETAILS OF THE
MOST VALUABLE APPLIANCE FRANCHISE AVAILABLE TODAY



Thomas A. Edison Home Comfort Appliances, Dept. AE-220
McGraw-Edison Company, Albion, Michigan

Please send complete information on the new 1961 Thomas A. Edison Room Air Conditioners. I am a Distributor Dealer

Name _____

Company _____

Street _____

City _____ State _____

ELECTRICAL MERCHANDISING WEEK

New Acclaim for Philco TOTAL TV GUARANTEE!

**IF YOU
ASK ME**

— By EARL LIFSHY —

PHILADELPHIA. — If good repair service on its products isn't the biggest single stumbling block in the path of happy manufacturer-consumer relations, then I haven't heard what is.

That word good, of course, includes a variety of essential components, of which a fair price is equally or perhaps more important than parts—not forgetting competence, promptness, courtesy, and all the others. And anytime you want to see consumer dissatisfaction corrode that bright and shiny Brand Name Image—but quickly! —just fail to provide good service.

THE SERVICE PROBLEM. — As I've remarked here before from time to time, is never going to be satisfactorily solved if and when factory top management merely dumps it onto the desk market "Service Manager," no matter who sits behind it. Service involves customer relations and especially that highly precious ingredient—trust. Actually, that's another form of sales promotion that had better be the management's top priority. In other words, the problem deserves a bold new approach on television service.

King of the service men here at the Philco Corp., which will shortly announce a bold new approach on television service. Under this factory supervised service program the 90

day warranty on the whole Philco TV line will include labor as well as parts. And the way it's been set up should make everyone happier, including the servicemen.

DEVELOPED BY HENRY PAISTE. — Philco's veteran director of customer relations and service, the plan has been guinea-pigged in Chicago, Milwaukee and Cincinnati with such success it's now going national. Here's how it'll work: A service fee is included in the price of the TV sets; on portables it's \$1.75 and on large sets it's \$4. Philco is setting up 30,000 authorized service points throughout the country, probably about half of which are servicing dealers. If they prefer, such dealers can buy the line without the extended coverage (although it's believed the other way is to bring in their own service men).

"30,000 authorized service points throughout the country"

"foresight and courage"

"imaginative new action"

**PARTS plus
SERVICE LABOR
at no extra cost
to your customer up to
90 days after the sale!**

Consoles, tables, compacts serviced in the home... carry-in service for Portables!

**It's the greatest
guarantee in all TV!**

Reprinted from
Home Furnishings
Daily, December 27, 1960

**Dealers everywhere acclaim new Philco "Total TV Guarantee"...
so will you! Here's why:**

Now, for the first time, the Philco Dealers' Authorized Service Department can service Philco Television Sets—

- on the display room floor
- in the customer's home (or Portables that are carried to the store!) ... at Philco's expense!

For the non-servicing Philco Dealer, Authorized Independent Service-men will cover all the above service functions at Philco's expense. This is in addition to the full one year warranty on the picture tube.

This first, uniform, Nationwide Service Policy is made possible by the spectacular record of reliability of Philco's exclusive, patented Cool Chassis TV Construction and by a Nationwide Philco Factory Supervised Service Organization whose 30,000 Independent Service Technicians are prepared to render prompt, efficient service wherever Philco products are sold.

No other manufacturer has the proved reliability in their television receivers to offer SERVICE LABOR and the usual parts guarantee for 90 days ON A NATIONWIDE BASIS ! !

"Only Philco has it!"

100 Million people will read about it soon in
LIFE, POST, READER'S DIGEST and TV GUIDE full page Philco ads!
Contact your Philco Distributor immediately for details
on this great new Philco "Total TV Guarantee" Program.

FOR THE POLICIES THAT PROTECT YOUR TELEVISION PROFITS...YOU NEED

PHILCO

Famous for Quality the World Over

FOR 1961, ONLY WESTINGHOUSE SOFTENS THE SOUND TO 1½ NOISE LEVEL



Compare the 1961 Westinghouse line with any other model on your floor. You'll find the Westinghouse quieter...far quieter. That's because a completely redesigned fan in this year's line cuts sound to a whisper. For instance, the 1961 Heavy Duty line has twice the air velocity of last year's model with half the noise level. In the Heavy Duty line for 1961, Westinghouse offers

POWER for cooling extra-large areas
PLUS capacity for hot, humid climates
PENETRATION for moving the cool, dehumidified air to the farthest corner

See your Westinghouse Distributor for all the facts. *You can be sure...if it's Westinghouse.*

For 1961, the Westinghouse line is more than improved...

For 1961, new exclusive fully automatic operation holds temperature within

For 1961, only Westinghouse installs in just

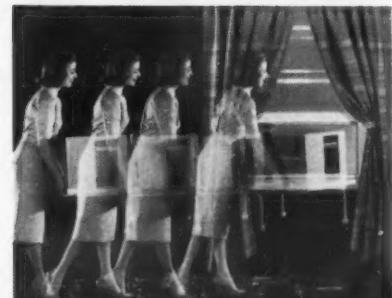
IT'S ALL NEW 3 DEGREES 60 SECONDS



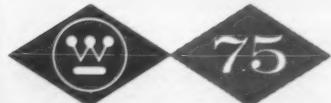
The 1961 Westinghouse line has new, quieter compressors; new, rugged fan motors; new, high capacity blower wheels; new, larger cooling coils and trouble-free controls. In fact, there isn't much about the 1961 line that hasn't been completely re-designed.



The 1961 Westinghouse is the first fully automatic room air conditioner. Customatic Comfort Control—found only in the new Westinghouse line—automatically controls the flow of cool air as room temperature changes. Gives maximum dehumidification, too.



When it comes to installation, the Mobilaire® has never had any real competition. The 1961 model doesn't either. Special window mounting frames make it the easiest to install—in any type of window. No lifting or carrying either, thanks to the Mobil-Cart accessory.



Westinghouse Diamond Jubilee

Westinghouse





Soft evening light and passing traffic lend an almost impressionistic touch to this dramatic photo of Gordon & Silva's new store in San Jose, Calif. But there's nothing unreal about the results that Roy Gordon and Dick Silva have achieved here. Volume doubled overnight when the partners moved into this dream store. Into it they packed all the lessons they had learned in 27 years of selling appliances. And in this photostory in full color, EM Week's Howard Emerson explains . . .

What Makes This A Great Store?

For the answer . . . In gorgeous four-color photos . . . turn the page ▶

WHAT MAKES THIS A GREAT STORE?

THE ANSWER: It Meets Retail Problems Handily



It's Great Because Entire Store Is Opened To Traffic through use of glass walls on the two exposed sides of the store. This *EM Week* color photo taken from passing car at night shows tremendous impression of space which motorists receive as they drive by store. The glass walls open the entire 60 by 100 foot appliance sales floor to the view of the public at the junction of two

arterial highways. This careful choice of location is typical of the planning which appliance veterans Roy Gordon and Dick Silva put into the new store. Their store is located across the street from a Sears unit and dramatic lighting in the Gordon & Silva building draws attention of shoppers in the neighborhood as well as the attention of passersby.



It's Great Because Island Displays Are Used Correctly. The grouping of from three to five similar models "gives prospects a chance to become oriented before being taken to a live demonstration area," say Gordon and Silva.



It's Great Because Every Effort Has Been Made To Warm Up Interior. Live plants and flowers in these photos are not for a special occasion; they are always in evidence around the store to warm up the surroundings.



It's Great Because Special Techniques Are Used To Step Up And Add On Sales. This electric housewares showcase recessed in cashier's counter produces good sales since counter and adjacent parts department have heavy traffic.

ead On



It's Great Because Extra Emphasis On Colored Appliances has been achieved in product displays. There's been a 25% increase in percentage of color to white appliance sold because of this emphasis.



It's Great Because Special Provision Has Been Made For TV and Stereo. TV annex is adjacent to but not open to appliance area. Closing desks are in center, portables along left wall. A separate demo room for stereo has been established in this annex.



It's Great Because Each Display Serves Special Purpose. This area, for example, shows budget-conscious shoppers how they can achieve a "built-in look" with free-standing appliances. All appliances are operational.



It's Great Because Its Displays Are Functional. Area at left shows built-ins as they would look installed in home, also allows comparison with modular drop-in and free-standing units which are displayed at the right of picture.



Westinghouse puts Dealers

gram on TV...not just to advertise itself...but to advertise its Dealers. Here, Lloyd Bell, Westinghouse Dealer in West Palm Beach, Florida, appears in one of the 21 full-

On February 3, 1961, Westinghouse began a dealer partnership pro-

minute commercials that feature Westinghouse Dealers telling their story on TV.

Each commercial will show millions of Americans how typical Westinghouse Dealers serve their customers and their communities...they'll explain their services and their policies. It's all part of the new Westinghouse Dealer Fran-



on TV

chise Program . . . the most exciting and progressive in appliance history. One more reason why you can be sure . . . if it's Westinghouse. For full details on the most rewarding franchise plan in the appliance industry, see your Westinghouse distributor, or write: Dealer Development Department, Westinghouse Electric Corp., Mansfield, Ohio.



Westinghouse



Ross D. Siragusa (right), President of Admiral Corporation, marks an historic milestone. (Left to right) Carl E. Lantz, President of Admiral Sales Corporation; Vincent Barreca, Executive Vice President, Admiral Corporation; Ross D. Siragusa, Jr., Vice President, Admiral Sales Corporation.

Admiral proudly announces the manufacture of its 8 millionth quality television receiver

THANK YOU, DEALERS OF AMERICA, for the enthusiastic support and cooperation that have made this manufacturing milestone possible.

We pledge to continue the policy of innovation and pioneering that has brought you such exciting Admiral "Firsts" as 23-inch and 19-inch TV.

We pledge to continue to provide our dealers with the world's finest electronic products—made in America by American craftsmen with American quality components.

We pledge to continue the same high performance standards ...the same superior styling...and the same spectacular values that are creating new sales opportunities for Admiral dealers everywhere.

MARK OF QUALITY



THROUGHOUT THE WORLD

ADMIRAL

Sold in 110 countries...Mfd. in U.S.A., Argentina, Australia, Brazil, Canada, Chile, Italy, Mexico, Philippines, Spain, Uruguay. Admiral Corp., Chicago 47, Ill., and Port Credit, Canada.

new products



Built-in ovens (electric) No. HE-1958



Free standing range with "gourmet-shelf"



Undercounter dishwasher FU-70B

RCA WHIRLPOOL 1961 Line Features Modular Ovens, Additional Dishwasher and 19 Air Conditioners

RANGES

The new line of 45 basic Whirlpool ranges (electric and gas) includes: Electrics, 9 free-standing (30 and 40 in.); 8 built-in ovens (24 and 30 in.); 4 surface units; 1 set-in range; and 1 "modular" oven. Gas, 12 free-standing (30, 36 and 40 in.); 4 built-in ovens (24 and 30 in.); 4 surface units; 1 set-in range; and Blanket-O-Flame surface unit.

Free-standing ranges (gas and electric) feature parts interchangeability to facilitate servicing; removable tops that can be raised to clean; major assemblies, such as oven control panel, that can be removed without moving range; Spillguard, raised edge top for cleanability; a built-in look with "cabinet-mate" design, flush sides and counter-height.

Other features on top models include control knobs on right side of cooking surface with flip-top controls; "roast sentry" at front of counter control center; "mealtimer" oven control on right side of backguard; a removable aluminum griddle that becomes a thermostatically controlled unit with a special griddle control.

A "gourmet shelf" on top gas and electric models has a hinged front cover that lifts and locks in a raised position to reveal an illuminated spice shelf. Optional accessories include a K-A-Bob which holds 5 skewers; Roto-Baste automatic baster for rotisserie spit. Top models come in white, pink, yellow, turquoise or copper.

A 30 in. modular "set-in" (gas and electric) is designed with a built-in look. The electric model has a separate top surface which drops into countertop cutout directly over oven section. Gas model has a low back-guard to match usual countertop backs plus a "full view" oven door window. Both have squared lines and thin tops.

Built-in ovens (gas and electric) in Mark and Custom series have the same exterior dimensions to fit on

same cabinet or same wall openings. Electric models have an extra "specialty" oven below main oven for baking or broiling, the elements are interchangeable and plug into a lower receptacle for baking, and an upper one for broiling. Mark series are chrome. All main ovens (electric) have dual elements in lower corners.

Mark 30 modular (electric) is a rectangular box 30 in. long, 18 in. high 16 1/4 in. deep; with finished exterior surfaces. It can be installed by placing it on a countertop; stacking 1 unit on top of another, or hanging on wall. A chrome interior, full width glass door and all top-of-line features are included.

DISHWASHERS

The dishwasher line has been expanded from 4 to 5 models, retaining 2 undercounter units and 2 portables and adding a middle-line portable. The line retains the dial control system, 4 automatic settings and "random loading". Undercounter models have optional trim kit for exteriors.

Undercounter Imperial FU-70B washes

up to 14 place settings and a water-conditioner. Both have "filter-stream" wash action; a power rinse, followed by 3 rinses and 2 washings; 2-cup detergent dispensers.

Custom FP-40B, the new portable, features 2 wash cycles; 2 automatic detergent "dumps"; and a flip-top upper rack.

AIR CONDITIONERS

Nineteen units in 5 separate designs comprise the 1961 air conditioner line. 3 new series have been added (3 Metropolitan, 1 Super and 1 Casement); in addition there are 5 Deluxe and 7 Custom models.

Metropolitan models feature simple installation; from 6,600 to 9,000 Btu capacities; low sound level; 2 fan speeds; thermostat; exhaust and pull-and-turn air direction louvers; pre-assembled, special mounting kit of aluminum-extruded sections; heavy plastic roll-out sections of mounting kit adjust instantly and provide a permanent mount; white and tan front; beige cabinets.

Super has a capacity of 22,000 Btu;

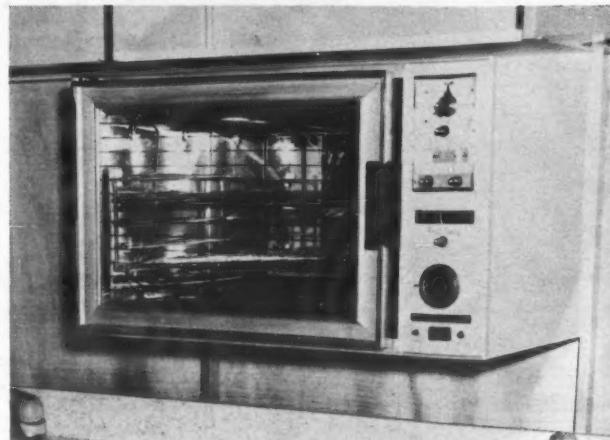
can be installed over transoms, through-the-wall or basement windows; fits most windows with installation kit extra. A new washable germicidal filter of DuPont Thiram, and a foam plastic lining around evaporator discharge are other features.

Casement unit fits every style and size casement or standard window; has 8,200 Btu capacity; 5 pushbuttons and separate controls on top of unit plus a front mounted knob to regulate air flow; beige cabinet, tan and white grille.

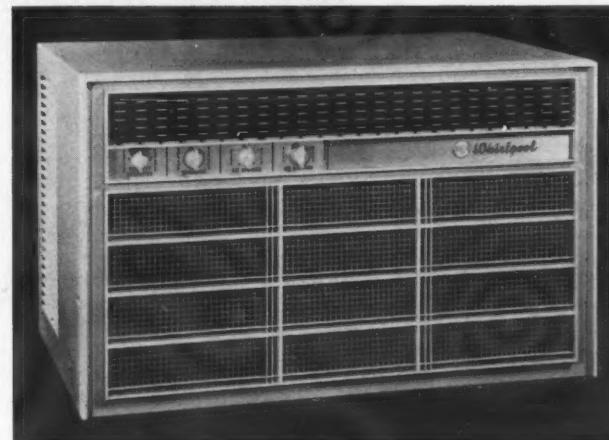
5 Deluxe models (3 through-the-wall and 2 reverse-cycle) range in capacity from 8,500 to 14,500 Btu. Reverse cycle units have heating elements as well as heat pumps.

The 7 Custom models include 2-way air direction control; Thiram foam filter system; controls also provide for ventilation without cooling; capacities from 7,000 to 16,500 Btu.; pull-out chassis; pre-installed installation kit; louvered rear panel and weather seal. *RCA Whirlpool Corp., St. Joseph, Mich.*

Modular electric oven No. HE-2900



Custom model room air conditioner



Here it comes again!

GENERAL ELECTRIC "DESIGNER"

Sell a General Electric "Designer" and offer a matching coordinate for only **1¢!**

Again this year, General Electric is holding its spectacular nationwide 1¢ Coordinate Sale that cleaned out retailers' showrooms last year. Here's how it will work to help put you in the profit picture this Spring: The two handsome Coordinates pictured here are part of a gigantic promotion, designed to sell your customers the General Electric line of 19" Designers. You'll be offering the Coordinates for only a penny after the purchase of a Designer. You'll have plenty of room to step your customers up through the full Designer line. The new 19-inch size with the exclusive Daylight Blue Picture has step-up features galore. We'll be sending traffic into your store with a full-scale advertising program. Watch for

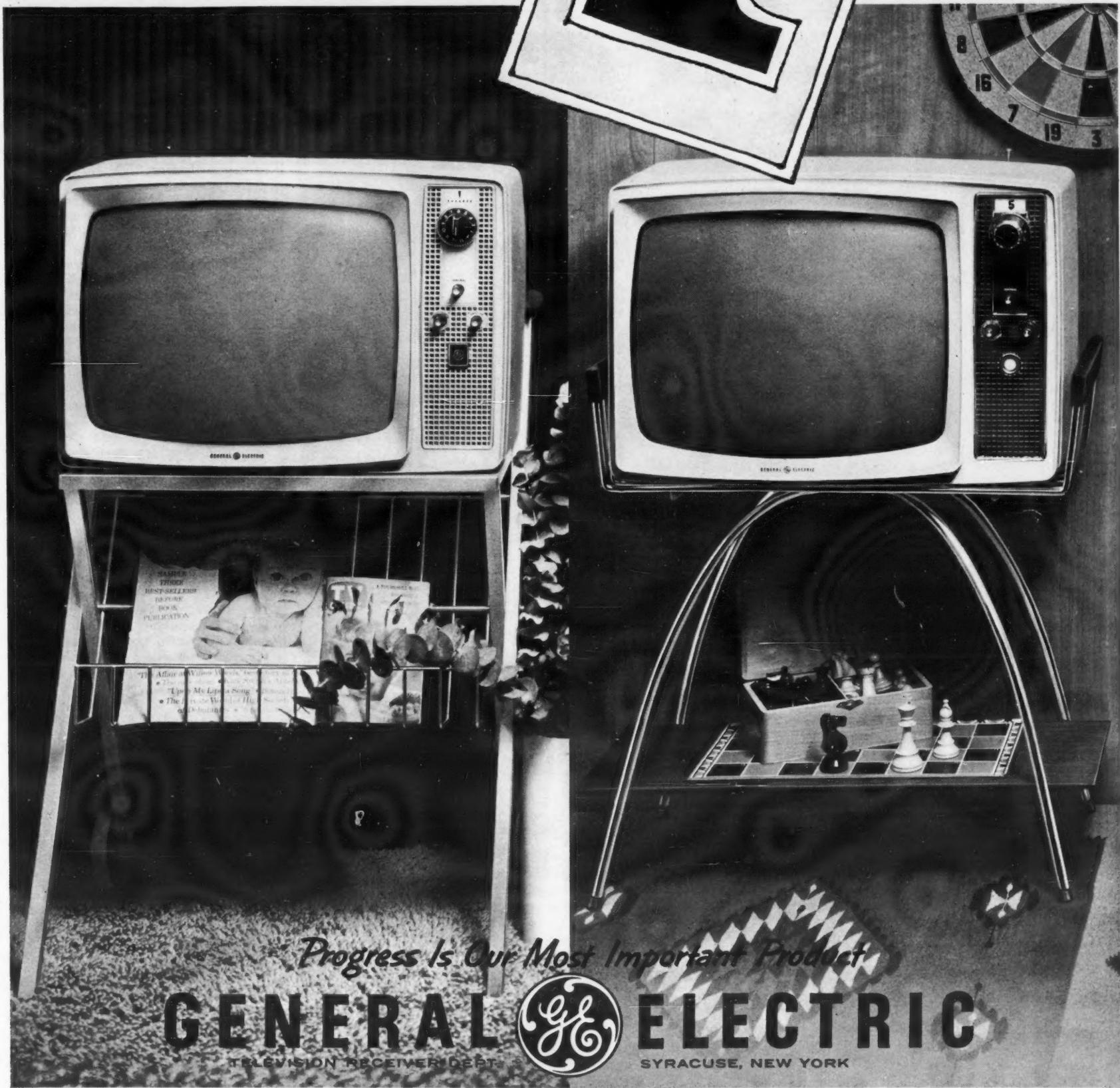
full color Sunday Supplement pages with *your* name listed, backed up by black and white newspaper ads across the country. Here's where you come into the profit picture. Just get together with your General Electric Sales Counsellor. He'll work out with you all the details and show you through the spectacular display and promotion package that will help make this the big sale of the season!



Model 606. Nineteen-inch overall diagonal tube. 175-square inch Daylight Blue Picture. This "Designer" comes equipped with convenient carry-handle. UHF and wireless remote control are optional extras.

COORDINATES

SALE!



Model 602. 19-inch overall diagonal tube. 175-square inch picture. UHF optional extra. Shown here with easy rolling *Mobile Cart* with convenient magazine rack, large, smooth, silent wheels.

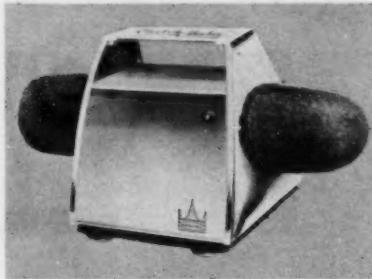
Model 604. 19-inch overall diagonal tube. 175-square inch picture. UHF and wireless remote control optional extras. Shown here, the *Swivel Stand*, handsomely styled with Danish modern table below.

new products

CONTINUED

REGINA Electrik-Shoeboy

Regina's "Electrik-Shoeboy" has a heavy-duty motor which whirls a bristle brush and buffer at 1,600 rpm, to give a professional shine in minutes at home or office.



Its natural-bristled brush also helps preserve leather and makes shoes last longer. The rigid-to-the-floor design of the Shoeboy means that there is no chance of getting hands or clothes soiled.

"Electrik-Shoeboy" is available in 2 models: ES-2 with both polishing and brushing heads; and ES-1, with a single polishing buffer.

Styled by Sundburg-Ferar, these models have suction-cup floor mounting; convenient switch; and a heavy-duty motor.

ES-2 comes with natural-bristle brush as well as a lambs wool buffering bonnet.

ES-1 comes equipped with a buffering bonnet. Brush and/or bonnet heads are easily interchangeable on both units.

Prices. ES-2, \$29.95; ES-1, \$22.95. *The Regina Corp., Rahway, N. J.*

FRESH'ND-AIRE Dehumidifiers

Imperial 400 1/4-hp unit is styled like contemporary furniture with the "face" or front on one of the broad sides of the cabinet, with grey furniture steel cabinet; chromeplated expanded steel grille; goldtone metal border and a white base with a "front door" which opens so user can take out the moisture removal container. It features a new power-plus chassis with a large double-row condenser and an evaporator coil with over 300 sq. in. evaporative surface non-porous copper tubing through which Freon-12 flows. Other features are an automatic humidistat which can be preset to keep air at desired humidity by automatic on and off; can be set on "filter only"; removes up to 6 gal.



water from air every 24 hrs.; an automatic overflow shutoff plus an "M-T" signal light; and a Micro-Filter on cabinet back removes dust, pollen, lint, etc.

Price. \$174.95. *Cory Corp., 3200 W. Peterson, Chicago 45.*

WESTINGHOUSE Rug-Cleaning Scrubber Polishers

4-model line of rug-cleaning scrubber polishers, using Westinghouse single-brush orbital action is announced. Because all models use the same action, it is said, none leaves swirl marks in waxing or polishing, nor splatters in scrubbing. Rug-cleaning dollies are designed to shield cleaning suds and keep them restricted so they do not splash furniture or baseboards.

All metal construction, each model weighs 15 lbs. and is designed with a planned balance that combines with the orbital action to deliver smooth, steady cleaning and polishing. Brush changing is said to be simple because the brush to be removed can be done so with a flick of the finger and the new brush can be attached by placing it on the floor and setting the appliance on top of it.

No. VP-10, single all-purpose brush; sled-base dolly for rug cleaning.

No. VP-15, economy dispenser, scrubbing brush, polishing brush, rug cleaning dolly, set of disposable buffing pads.

No. VP-21, economy dispenser, scrubbing brush, polishing brush, rug-cleaning brush, adjustable rug-cleaning dolly, set of disposable buffing pads.

No. VP-30, built-in dispenser with operating thumb switch on handle, polishing brush, rug-cleaning brush, scrubbing brush, adjustable rug-cleaning dolly, set of disposable buffing pads.

Prices. from \$29.95 to \$59.95. *Westinghouse Electric Corp., Appliance Div., Mansfield, O.*

Dramatic new idea in portable air coolers...

TravelAire VERTICOOL FURNITURE-STYLED COOLERS

4 MARKET-PLANNED MODELS PRICED \$39.95 to \$89.95

MODEL 831 PERSONAL COOLER \$39.95

MODEL 861 DELUXE PERSONAL COOLER \$49.95

MODEL 961 VERTICOOL ROOM COOLER \$69.95

MODEL 1061 DELUXE VERTICOOL ROOM COOLER \$89.95

The most exciting news in portable coolers... slim, smart, VERTICOOL styling! Custom-designed to fit among furniture. Self-standing... no table required. Luxurious walnut-grained finish of tough water-proof vinyl on galvanized steel. America's most beautiful portable coolers with eye-appeal that rings up sales!

BOOST SUMMER PROFITS with the hottest selling line in portable cooler history! Pretested customer-choice styling! Established quality leadership! Full markups across the board! Sales-clinching features include: Automatic adjustable thermostat, 3-speed operation, patented Pivotrol all-direction grille, germ-proof Corobex self-purifying filter, hidden Tilt-Back water trough, separate pump and blower motors. All this, plus the most complete advertising and marketing program in the industry, to bring you greater sales and larger profits!

GET YOUR SHARE WITH TRAVELAIRE! See your wholesaler or write!

(All prices shown are Manufacturer's suggested lists)

TravelAire®
The greatest name in portable air coolers

METALAIRE PRODUCTS DIVISION McGRAW-EDISON COMPANY 860 So. 15th Street Phoenix, Arizona





PHILCO 1961 Refrigerators

The Air-Wrap compartment introduced last year by Philco is featured with slight variations in 2 new models: 11RS15 and 14RM17.

No. 11RS15 has the compartment designed as a half-drawer, and is intended primarily for storing meats without freezing. No. 14RM17 features Air-Wrap in a full-width single level drawer for storing meats and produce. Last year's 2-level, full-width Air-Wrap in top-of-line 18RM-08 is continued in the line.

Another refinement common to all 1961 Philco refrigerators is a side-hinged interior freezer compartment door which prevents damage to the freezer door if it is accidentally left open and the outside door closed on it.

The line consists of 4 conventionals, 4 automatics, 2 no-frost and 1 convertible.

No. 18RM08 Supermarketer refrigerator-freezer, has a 17.6-cu.-ft. refrigerator, 6.72-cu.-ft. freezer; full-width, 2-level Air-Wrap; no-frost in refrigerator and freezer; visa-crisper; 3 sliding shelves; clean-back design; magnetic door gaskets; portable ice keeper.

No. 14RM17, Supermarketer refrigerator-freezer, has no-frost, Air-Wrap drawer, 13.5-cu.-ft. refrigerator, 5.22-cu.-ft. freezer, 2 sliding shelves, portable ice keeper, clean back design, magnetic door gaskets. **No. 14RD18, 2-door Convertible**, 13.4-cu.-ft. refrigerator, 3.25- or .57-cu.-ft. freezer, automatic defrost, visa-crisper, 3 sliding shelves, split-level lighting, bottle opener handle.

No. RD14, 2-door automatic, 13.5-cu.-ft. refrigerator, 3.38-cu.-ft. freezer, dairy bar door storage.

No. 12RD11, 2-door automatic, 12.1-cu.-ft. refrigerator, 12.84-cu.-ft. freezer, automatic defrost, 1 sliding shelf, dairy bar door storage.

No. 12RS15, single-door automatic with Air-Wrap meat locker, 12.1-cu.-ft. refrigerator, 2.28-cu.-ft. freezer, visa-crisper, 2 sliding shelves.

No. 12RS13, single-door conventional, 12.1-cu.-ft. refrigerator, 1.52 freezer, meat chiller, $\frac{3}{4}$ -bu. crisper.

No. 11RS15, single-door automatic, 10.1-cu.-ft. refrigerator; 1.81-cu.-ft. freezer, $\frac{3}{4}$ -bu. crisper, dairy bar storage.

No. 9RS13, single-door conventional, 8.2-cu.-ft. refrigerator, .93-cu.-ft. freezer, meat chiller, $\frac{1}{2}$ -bu. crisper, dairy bar storage.

No. 9RS12, single-door conventional, 8.2-cu.-ft. refrigerator; .93-cu.-ft. freezer; meat chiller, 9-pt. adjustable cold control.

All models are available with right- or left-hand doors. Colors for \$10 extra.

Prices, from \$799.95 for No. 18RM08 to \$199.95 for No. 9RS13.

Philco Corp., Tioga and "C" Sts., Philadelphia 34.

MAYTAG Gas Washer-Dryer

Maytag announces a gas combination washer-dryer. The new unit, designed to be vented, gives home-maker a choice of fuel. Operation is simple: unified controls automatically provide proper conditions for laundering all types of fabrics—just set dial and push 2 buttons. A continuous operation provides start-to-finish handling, without transferring articles from 1 unit to another. May also be used as a washer or a dryer alone.

Pushbutton selection offers water temperature choice of cold, warm or hot; a 2nd group, fabric controls, regulates care of 3 major fabric types: regular, delicate and wash-and-wear, during wash and dry.

A tempering cold water rinse is

provided automatically on the wash-and-wear setting, regardless of wash temperature, as well as proper drying heat for maximum performance of synthetic and treated fabrics. A chime signal gives advance notice to permit removal of wash-and-wear garments while they are still tumbling, so fabrics can regain original appearance with wear wrinkles removed, permanent creases retained.

Timed Bleach Injection is a feature. Liquid bleach is added from bottle into dispenser. The system automatically dilutes it to proper strength and regulates its flow into wash water at a delayed pace to allow detergent brightening agent time to act.

An automatic rinse additive dispenser also injects a fabric or water conditioner into the rinse at proper time, eliminating need to return to



machine until laundry is ready to be removed.

Venting can be concealed when the unit is installed flush to cabinets and wall. It is cabinet height and depth. *The Maytag Co., Newton, Iowa.*



Chilton ware 2 to 9 - CUP ELECTRIC PERCOLATOR

WITH SAFETY THERMOSTAT

There's absolutely *nothing else like it* in its price range. All the *sales magic* of beautifully sheer, excitingly modern Chilton ware is found in this **NEW, low-priced ELECTRIC** perc. "Take me home" features usually found only in much higher priced lines include: *safety thermostat* that prevents burnouts; *easy to clean spoutless and dripless design*; *permanently sealed*, fast-heating element; uses *standard size* electric cord (not included); *stunningly styled* in gleaming aluminum with jet black cover, base and handle. Write, wire or phone your order now!

No. 2299-2 / Capacity 2 to 9 Cups

Pack $\frac{1}{2}$ Dozen / Weight 6 Lbs.

PROMOTIONALLY PRICED



one of
many exciting
NEW ELECTRICS
being introduced

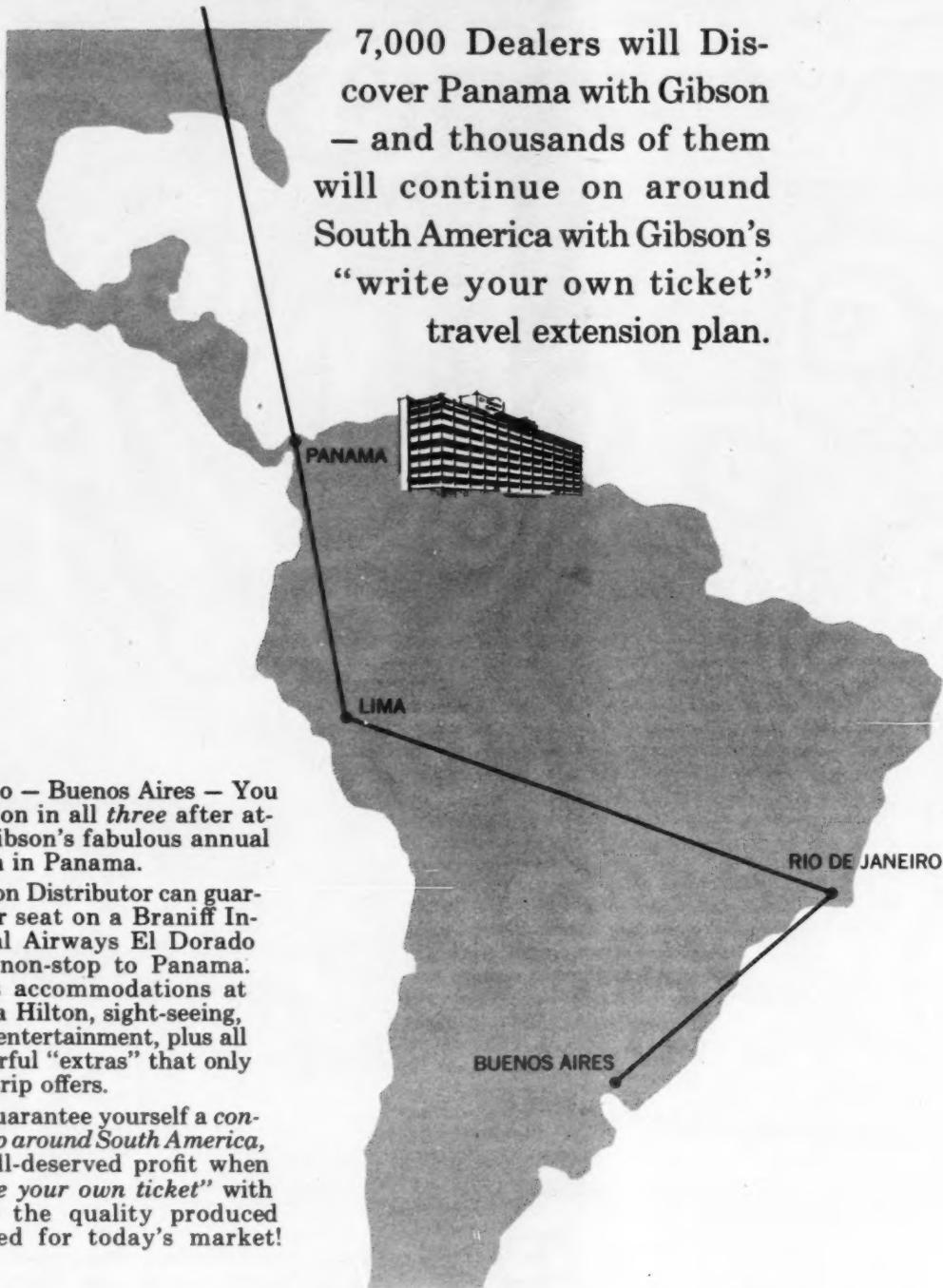
Great things are in store for you
ESPECIALLY from SPECIALTY...

MANITOWOC, WISCONSIN

ALUMINUM

SPECIALTY

“WRITE YOUR OWN TICKET” WITH GIBSON!



Lima — Rio — Buenos Aires — You can vacation in all *three* after attending Gibson's fabulous annual convention in Panama.

Your Gibson Distributor can guarantee your seat on a Braniff International Airways El Dorado Superjet, non-stop to Panama. Luxurious accommodations at El Panama Hilton, sight-seeing, shopping, entertainment, plus all the wonderful "extras" that only a Gibson trip offers.

You can guarantee yourself a *continuing trip around South America*, plus a well-deserved profit when you "write your own ticket" with Gibson — the quality produced line, priced for today's market!

you deserve a profit, get one with

Gibson

Gibson Refrigerator Sales Corporation, Greenville, Michigan, Subsidiary of HUPP Corporation.

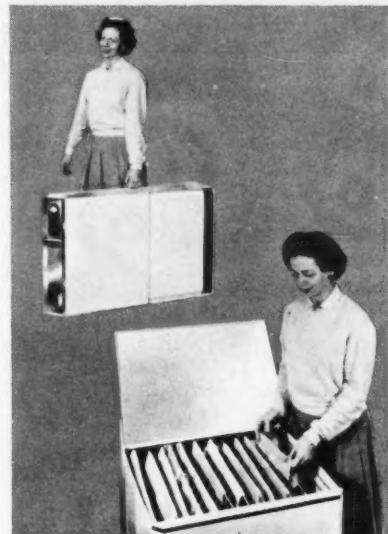
REFRIGERATORS • FREEZERS • ELECTRIC RANGES • AIR CONDITIONERS • DEHUMIDIFIERS

new products

CONTINUED

FRANTZ Foldrier

Dries full load on 110v current. Folds to 6 in. to save space; opens to 38x26x26 in. Suitable for apartments, mobile homes, summer houses, etc. Two turbine-type blowers circulate a blanket of warm air through clothes as it rises from element in dryer bottom. No other moving parts. A 4-hr. automatic timer provides proper drying time for various loads; automatically shuts off dryer and rings signal at end of cycle. Garments dry on rustproof, satin-finish aluminum racks; no lint or lint trap. *Frantz Electric Industries, Inc., 2775 S. Moreland Blvd., Cleveland 20.*



ROPER 1961 Gas Range Line

Charm, a new 40-in. console-type gas range spearheads the Roper 1961 gas range line.

Available in 40-, 36- and 30-in. free-standing sizes, they combine key features of built-in and free-standing units.

Three new models also have been added to the Style-Line 30-in. series. The units range from a builders' special to a deluxe model with Tem-Trol automatic top burner and range-top built-in griddle. Style-Line 30 gas ranges come in white and 4 colors; they feature built-in appearance and free-standing versatility. A feature is the new Flame-Master low-temperature control which permits keeping entire meals hot for hours without flavor loss; easy defrosting of frozen foods; and warming plates. Styling features include new trim, hardware, decorative motifs, backrails and accessory arrangements.

The 4 models feature 1961 standard equipment plus a choice of an electric clock, 3½-hr. timer, chrome-lined oven, Thermo-Spit rotisserie, oven guardian and Serv-Hot broiler ensemble. Rotis-O-Gril range-top cooking is also offered on a number of models for vertical broiling, Thermo-Spit barbecuing and greaseless grilling. A cover provides extra workspace. *Geo. D. Roper Sales Corp., Kankakee, Ill.*



REVCO Bilt-In No-Frost Combinations

Two new Revco Bilt-In refrigerator-freezer combinations feature new Air Stream Cold Control no-frost systems which maintain selected temperatures in both the refrigerator and freezer sections: No. RC-176 and RC 177. Latter model also has automatic ice cube maker.

Revco combinations retain the classic design of other current models and fit into a floor space of 2x3 ft.

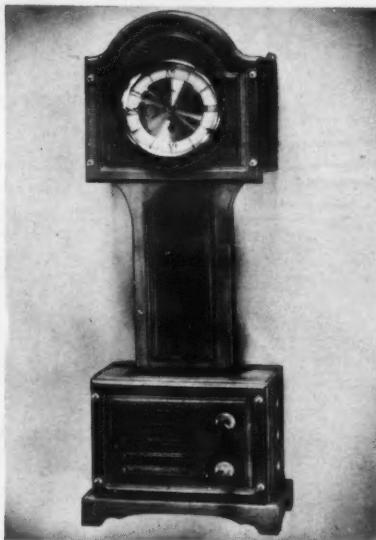
With the Gourmet system outside the storage compartment, it is claimed they offer maximum storage capacity (16.5 cu. ft.) in a minimum space. The 11-cu.-ft. no-frost Gourmet refrigerator in the upper section provides continuous, gentle circulation of uniformly cold air to maintain exact temperatures as selected in a wide range of from 33 to

46 degs.; complete flexibility of shelf arrangement is offered; all shelves are removable; center shelves are adjustable as to position and pull out smoothly for convenient loading; see-through glass shelf covers large sliding meat and fresh vegetable drawers; the white porcelain liner is easy to clean. Eggs, cheese and other frequently used items are conveniently stored in door with 3 shelves. The lower large shelf holds 1/2 gal. or smaller containers.

The other Bilt-In combination refrigerator-freezers in the 1961 line are No. RC-174, a lower-priced model with Gourmet refrigeration in refrigerator compartment but with fewer custom features; and No. RC-175, which is fully equipped with custom accessories and features a

no-frost refrigerator section.

Design harmony is achieved: The rectangular stainless steel frame has chrome and ebony handle; quiet closing doors have a perfect seal. A new, full perimeter magnet gasket is used. For color flexibility door panels are changeable. All models are offered at factory in stainless steel, copper-glo and 28 custom matching decorator colors; special finishes in wood or synthetic materials may be applied to match related surfaces. New adjustable glide rails at base of unit make a full range of leveling possible. With control at front, adjustments are easily made without moving the unit in and out. Advanced engineering provides single compressor, removal of operating assemblies from food compartment, a maximum, useful storage. *Revco, Inc., Deerfield, Mich.*



TELE-TONE Clock-Radio

For the 1st time, a new grandfather clock-radio has been announced by Tele-Tone.

Known as No. GC-210, the new unit is one of a series of Early Americana radio and phonographs made by this company.

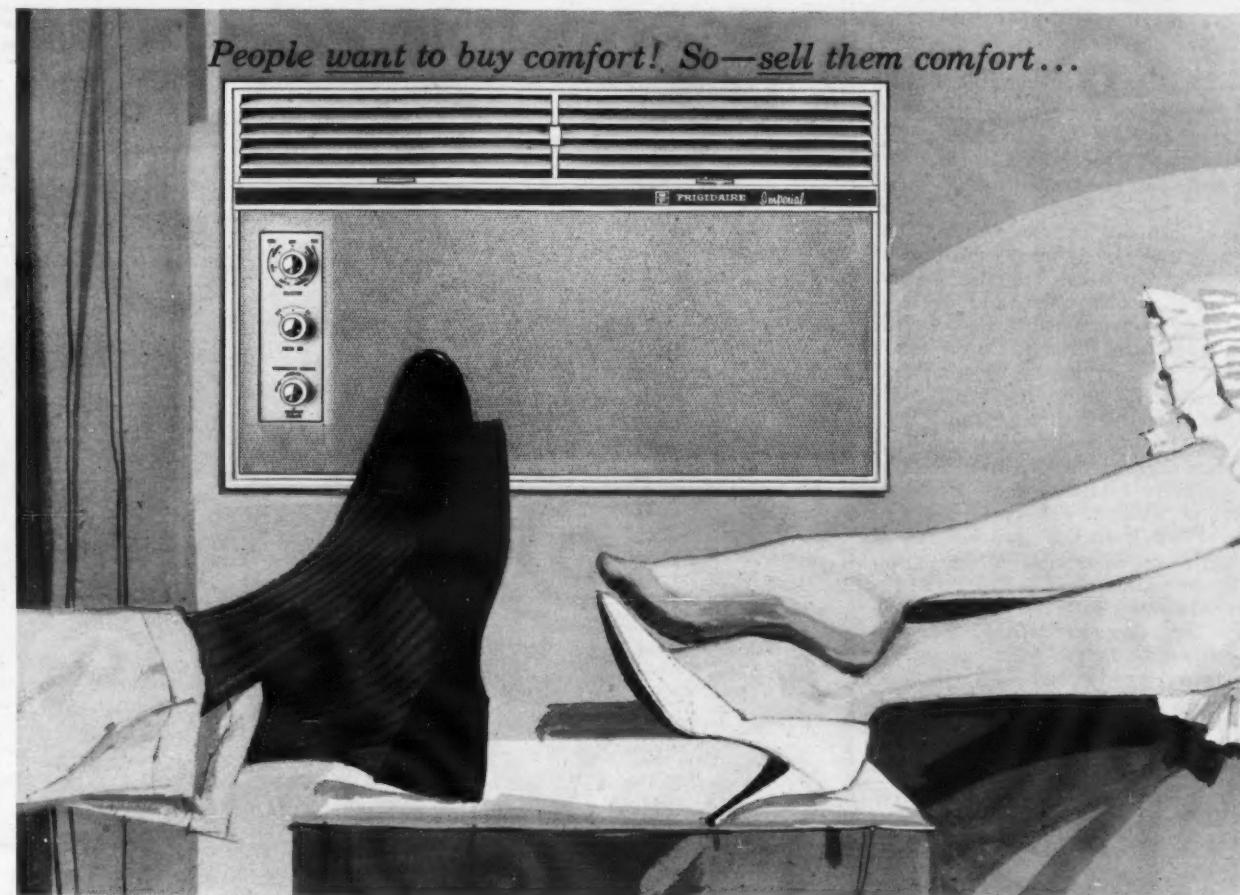
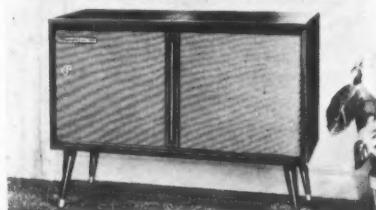
It is made of hardwood maple finish and features a 5-tube superhet radio concealed in the base. It may be used on a table or hung on a wall.

The 8-day clock, also of Early American design, has a front wind movement. Complete unit measures 27 in. high, 5 in. deep, 9 3/4 in. wide; and it weighs 15 lbs. Also available is AM-FM No. GC-310, a 7-tube model, which is housed in the same cabinet.

Prices, GC-210, \$69.95; GC-310, \$89.95. *Tele-Tone Co. of America, 1668 Webster Ave., New York, N. Y.*

OLYMPIC Stereo Phono

No. 9700, 37-in-long lowboy, is a dual-channel, self-contained unit with dual sound systems; 2 heavy-duty woofers; 2 coaxially mounted tweeters; 2 mid-range speakers; separate volume controls for each channel; full-range tone control. **Price**, \$129.95, mahogany; \$139.95, oak; \$149.95, walnut. *Olympic Radio & TV Div. Siegler Corp., 34-01 38th Ave., Long Island City 1.*



People want to buy comfort! So—sell them comfort...

new Frigidaire **SOLID COMFORT** ROOM AIR CONDITIONERS

Sell Solid Comfort—not buttons and bolts. Most people don't want to know about compressors, coils, tons and horsepower. (How many salesmen explain them well anyway?) People want comfort... solid comfort.

New Frigidaire Room Air Conditioners are specially Room-Designed for just one thing—Solid Comfort!

You'll want to know that Frigidaire Solid Comfort means:

- Frigidaire Big Cooling Power—6,000 to 19,000 BTU's (in 115 v. and 230 v. models)
- Frigidaire Humidity Control—thanks to the special Dehumidi-Coil.
- Frigidaire Quiet Operation—Exclusive Super Meter-Miser Compressor—rubber mounted, plus centrifugal cooling fan keeps sound down.
- Frigidaire Constant Draft Control—positive adjustable air direction cools around you, not at you.

SELLING'S EASIER THAN EVER IN '61.
Ask 3 simple questions... then steer the prospect to the right model for bedroom... living room... multi-room

1. Which room to be cooled?
2. What's the size of the room?
3. What type of electrical current?

Then you can lead him to the models specially Room-Designed by Frigidaire to do the job. The customer picks the *features* he wants, including supplementary heating. Takes the confusion out of selling. Ask your Frigidaire Representative for details.

**BIG
INSTALLATION
PLUS!**



With only simple household tools, and the new installation kit, Frigidaire Room Air Conditioners can install in any standard double-hung window in minutes.



FRIGIDAIRE Advanced Appliances designed with you in mind

FRIGIDAIRE DIVISION, GENERAL MOTORS CORPORATION, DAYTON 1, OHIO

**GENERAL ELECTRIC
Adds 3 Radios**

An FM-only table radio, No. T185, a new clock-radio, No. C433, and a transistor portable radio, No. P795, highlight the G-E 1961 line.

No. T185 has a Limited-Discriminator circuit for noise limiting and stronger audio pull from weak stations; a printed-circuit chassis insures reliability; 5 tubes, a rectifier and 2 crystal diodes are used; pull-on push-off volume control for vernier tuning; polystyrene cabinet with carrying handle molded in it; Wedgewood and white or cocoa and white as T186. A 30-in. hand antenna eliminates need for an external antenna in many areas; a 5 1/4-in. Dynapower speaker with AlnicoV magnet and aluminum voice coil are provided.

No. C433 clock-radio has "snooz-alarm" with 7-min. extra sleep after alarm sounds by tapping a control bar on the top of set. This 7-min. delay can be repeated up to 5 times or cycle can be stopped by an operation selector lever. Lever-shaped clock controls makes adjustment simple and clearly marks position of controls; clock has luminous hands, a sweep-second hand and is self-starting and regulating. Sleep switch on clock face turns radio on for a selected period up to 60 min. and automatically shuts it off after selected time period. The radio uses 4 tubes plus rectifier; a printed-circuit chassis; built-in rod antenna; a/c; drift compensation; 2 colors, antique white or rose beige.

No. P795 transistor portable has 5 transistors, 1 crystal diode; plays for approximately 200 hrs. on regular flashlight batteries; weighs 3 1/2 lbs. including batteries. Styled in top-quality Texon with collapsible carrying handle in black or burgundy and white or beige and cocoa. It is about 8 1/2 in. long, 6 in. high and under 3 in. deep.

Price. No. T185, \$39.95; C433, \$36.95; P795, \$29.95. *General Electric Radio and TV Div., Electronics Park, Syracuse, N. Y.*

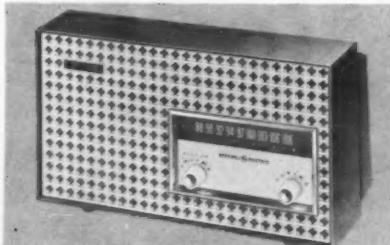
C433 CLOCK-RADIO



P795 TRANSISTOR RADIO



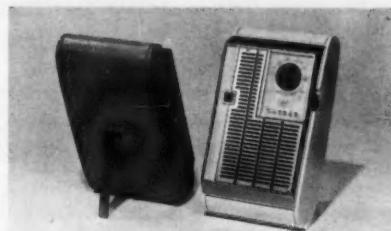
T185 FM RADIO



PHILCO Stereo Hi-Fi and Radio

Two transistor portable radios, new table and clock radios, and a stereo hi-fi model make up Philco's spring 1961 supplements.

"Sonata" No. 1632, stereo hi-fi, has a 42-in. wide horizontal console in traditional mahogany, Danish walnut, or provincial maple. Sliding top openings for access to controls and record storage; deluxe multi-mix changer with sapphire styli; 15w



No. T-71, 7-transistor set, has a 2 3/4-in. round speaker; plays on 2 penlight batteries; is housed in a Sur-V-Lon plastic cabinet with handle.

No. T-74, 7-transistor portable, in black or brown Sur-V-Lon.

No. 849, 4 tubes in beige or blue.

No. 850, 4-tube model in gray, terra cotta and ivory.

No. 777 clock radio has automatic clock control; 4-in. speaker; front-mounted direct tuning dial. Ivory with blue clock face.

Delayed off and "Lullaway" fade-off are features of clock radio No. 778; 4 tubes; a 4-in. speaker; gray and mocha.

Prices. Sonata, from \$199.95; T-77, \$34.95; T-71 and T-74, \$39.95; No. 849, \$17.95; No. 777, clock radio, \$19.95; No. 778, \$24.95.

Philco Corp., "C" and Tioga Sts., Philadelphia 34.

STARTING FEB. 27—THE YEAR'S MOST

**RCA
BARGAIN**



**IF YOU'RE NOT
IN ON THIS—
YOU'RE NOT
HITTING PAYDIRT!**

Bargain Bonanza was so successful last year that RCA Victor brings it back, bigger and better than ever! Wait 'til you see the models you're getting for special promotion. There's a new portable TV model—the Bonanza—that's a double-barreled winner. It's a price leader and profit-maker, too...and it's just one of the specials!

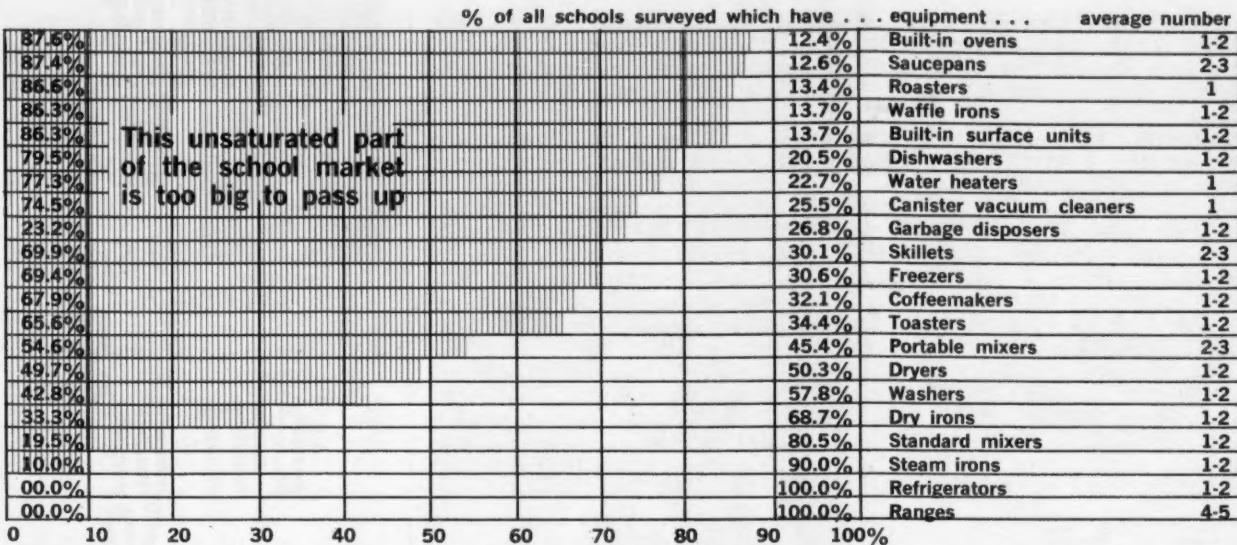
Ben Cartwright
(LORNE GREENE)

**YOU'LL STRIKE IT
RICH. HERE'S THE
YEAR'S BIGGEST
TV SALES PUSH!**

RCA Victor gets behind you with plenty of horses! Bargain Bonanza kicks off with a two-minute TV commercial in color on NBC's Bonanza, Saturday, Feb. 25! All four of us Cartwrights are in the commercial to tell your prospects about the great buys in your store. And that's just the start!

Adam Cartwright
(PERNELL ROBERTS)

**BARGAIN BONANZA
...NATIONALLY PROMOTED ON NBC'S "BONANZA"**



PROFITABLE RETAIL PROMOTION

WE ALL PITCH IN TO HELP YOU MAKE A PILE! LOOK AT THIS HELP...

RCA VICTOR BARGAIN BONANZA

IF YOUR RCA VICTOR DISTRIBUTOR HASN'T CALLED YET-CALL HIM!

Don't delay. Get the facts on the special Bargain Bonanza promotion deals in time to set yourself up for big sales and bigger profit!

Little Joe Cartwright (MICHAEL LANDON)

Hoss Cartwright (DAN BLOCKER)

TMK(s)*



The Most Trusted Name
in Television

RADIO CORPORATION OF AMERICA

IN LIVING COLOR ON SATURDAY, FEB. 25

FEBRUARY 20, 1961

School Market: Don't Ignore It

CONTINUED FROM PAGE 1

area that includes such things as builder sales, government contracts, hotel-motel business and coin-ops. This area has pretty much been the exclusive property of manufacturers. But the school market gives dealers a chance to get in on the act.

Another reason the percentage is important: 1960 was no winner of a year, and 1961 looks to be about the same. So, who's to turn up his nose at a market—any market?

HOW BIG IS THE SCHOOL MARKET?

It's hard to say exactly, since manufacturers are reluctant to release special market sales figures and nobody else keeps figure tabs on school sales. But, just to get an idea of the dollars involved, try putting some of these totals and percentages together.

- Latest figures (1958) show there are some 108,000 public and private elementary schools; 30,000 secondary schools.

- The "Forecast for Home Economists" survey previously mentioned turned up valuable evidence about what percentage of schools owned appliances and how many they owned (see chart above, left).

If you apply some of those percentages to the total number of schools, then take 54.6% of your answer, you can see that, taking equipment now in schools, dealers have handled some 303,000 of the range sales; 150,000 refrigerators. (These are not annual figures; they are simply breakdowns on who handled sales of equipment now in schools. One thing to remember, though: The school market is a fast replacement market.)

HOW BIG CAN IT GET?

Take your clues from the Kennedy proposal, which would eventually triple the 1959 federal aid level. Or, use the following projections:

- According to Department of Commerce, our population will make the following jumps within the school-age groups:

The five-to-nine age group will grow from today's 19.2 million to 21 million in 1970 and 27.5 million in 1980.

The 10-to-14 group will grow from today's 17.2 million to 20.8 million in 1970 and 23.3 million in 1980.

The 15-to-19 group will grow from today's 13.4 million to 19.3 million in 1970 and 21 million in 1980.

All of which adds up to more schools, more possibilities for you.

HOW CAN DEALERS GET THEIR SHARE?

Move now. And move in the unsaturated areas shown in the chart above. Dishwashers, disposers, water heaters and softeners and most kitchen traffics are possibilities.

But don't ignore heavy white goods just because the market is close to saturation. The "Forecast for Home Economists" survey showed that 77.8% of home economics equipment and appliances had been bought during the last five years. Big year: 1959, when 29.4% was bought.

One particularly bright prospect the survey turned up: large elementary schools, where local dealers handled 100% of the business, bought 41.9% of their equipment between 1951 and 1955.

FINANCIAL REPORTS

Westinghouse Electric Corp.—Net income after taxes for 1960, \$79,057,000, or \$2.22 a common share, identical to per share earnings for 1959. Net sales were \$1,955,731,000, compared with \$1,910,730,000 in 1959.

Emerson Radio and Phonograph Corp.—Net income after taxes for the 52-week period ending Oct. 31, 1960, \$1,686,568, or 80 cents a share, compared with \$2,668,682 or \$1.26 a share for fiscal 1959, calculated on the same number of shares.

Hupp Corp.—Net income of \$1,005,000 (preliminary) for 1960 or 18 cents a share, compared with net

income of \$2,110,000 or 47 cents a share for the same period in 1959. Net sales dropped from \$76,352,000 in 1959 to \$69,500,000 in 1960.

Maytag Co.—Earnings for 1960 were \$10,697,620, a 17% decline from 1959 earnings of \$12,873,754, a record. Per share earnings were \$3.26 in 1960, compared with \$3.92 in 1959. Sales for 1960 were \$109,645,272, down 11% from record sales of \$123,070,470 in 1959.

Hoffman Electronics Corp.—Preliminary 1960 figures showed a net loss of \$961,000 on record sales of \$54,120,000. The loss represents 63 cents a share, compared with a profit of \$1.31 a share at the end of 1959. Sales were 17% higher than 1959's and the company said the loss was caused by excessive military con-

tract costs, inventory write-downs on television because of "chaotic" marketing conditions, and establishment of certain reserves.

General Electric Co.—Preliminary 1960 figures showed earnings down 29% from 1959 and sales down 3%. Earnings in 1960 were \$200,100,000, or \$2.26 a share, compared with \$280,242,123, or \$3.19 a share in 1959. Sales for 1960 were \$4,197,500,000, compared with 1959 sales of \$4,349,508,529.

Organ Corp. of America—Net after-tax profits of \$102,875, equal to 23 cents a share of common stock were realized in the six months ending Dec. 31, 1960, first half of the fiscal year. There were no comparable figures for the previous year because of a financial structure change.

NOWHERE ELSE

*in the United States
can you reach*

9
OUT OF
10

*newspaper readers in
a rich, million-plus
metropolitan area
with one newspaper
at one low cost.*

ONLY IN
MILWAUKEE
ONLY IN
THE
JOURNAL

Only eight U.S. cities have a bigger daily paper than The Journal. And in *none* of these big markets can you get such complete one-paper coverage.

When picking big newspaper markets remember the *best buy in buy-lines* . . .

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MILWAUKEE
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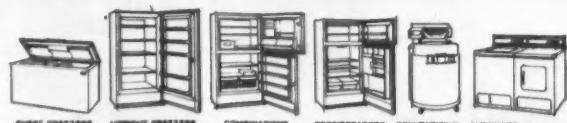
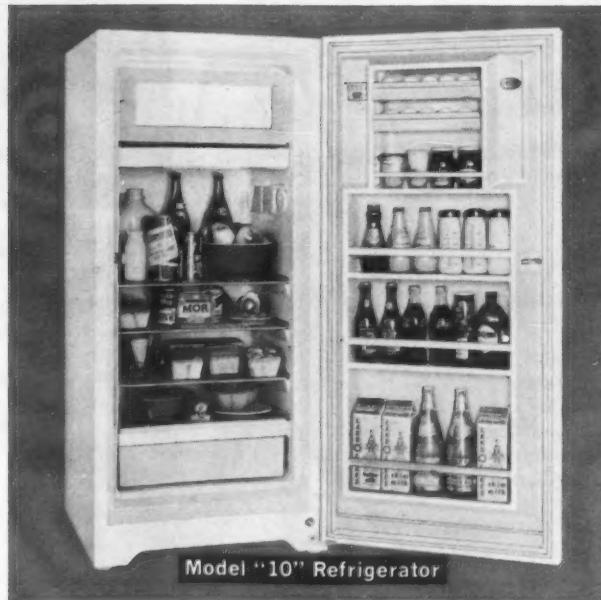
Would you like to have MORE LEFT OVER from each sale ...instead of "what's left"?



Are you losing sales . . .
or making too little
on each sale
because you're saddled
with a line that
doesn't fit your needs?



Switch to MARQUETTE-ZENITH®
"PROTECTED-PROFITS" SELLING



THE MARQUETTE CORPORATION
MINNEAPOLIS 14, MINNESOTA

Write or wire for full details—Marquette-Zenith Franchise Division
307 East Hennepin, Minneapolis 14, Minnesota Federal 9-9121

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PEOPLE
IN THE
NEWS



Thompson
of Zenith

Casco Products Corp.—Harry J. Holbrook was appointed products manager to develop the Lady Casco line. He was manager of engineering services at Loral Electronics Corp.

Toastmaster—Roy E. Douglas was named sales manager for domestic appliances for the division of McGraw-Edison Co.

Moto-Mower—E. L. (Buck) Coveney was appointed general manager of the subsidiary of Dura Corp. Formerly manager of manufacturing for Montgomery Ward and Co., he succeeds Donald H. Hartmann.

Westinghouse—Martin A. Lappin was appointed national manager of the newly formed TV-communications department, a part of the television-radio division. The new department will market TV receivers, systems and service for hotels, motels, schools and hospitals. He is former vice president of American Communications Corp.

Whirlpool Corp.—Realignment of regional sales areas led to increasing the number of regional areas from 17 to 21. Six men were named new district managers: Lawrence Lehan, Washington, D. C., and Baltimore; Keith Carpenter, San Antonio, Tex.; Francis B. Suleski, Atlanta; A. E. Bagley, Cleveland; Earl Mitchell, Birmingham, Ala.; M. Lee Cronbaugh, St. Louis.

Magnavox—Paul J. Solomon was named zone manager for the Middle Atlantic states. Harold A. Blake succeeds Solomon as sales manager in the New Jersey region.

Zenith—Delbert D. Thompson joined Zenith Sales Corp. as advertising manager. He had been advertising and sales promotion manager of Hotpoint's home laundry department.

Lux Clock Manufacturing Co.—Edward A. Koss was appointed vice president-general manager of the company's Lebanon, Tenn., plant. He was works manager in the Waterbury, Conn., plant.

Admiral—Jacob L. Miller was appointed sales manager of the distributing branches of the Admiral Sales Corp. He formerly was vice president of national sales for Sylvania Electronic Corp.



Koss
of Lux Clock



Douglas
of Toastmaster

they have the features that **SELL** air coolers...

WRIGHT
comfort-planned portable
AIR COOLERS

with exclusive
**ACTIVATED
CHARCOAL
AIR PURIFIER**

*Patented

FEATURES! FEATURES! FEATURES!... and every one a sales clincher!

- Activated Charcoal Air Purifier
- Germ-Gard Cooling Filters
- Automatic Thermostatic Control
- 3-Speed Push Button Switches
- Aquadial Cooling-Ventilating Control
- Vinyl-Clad Galvanized Steel Cabinets
- Directional Grilles
- Convenient Top Filling
- One Year Factory Warranty
- National Service Center System

PROVEN STYLE LEADER —

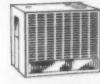
PROVEN CUSTOMER CHOICE

Once again, Wright's sales-minded engineering has provided the proven comfort-planned features that comfort-minded customers want. That's why Wright portable air coolers are the outstanding line for 1961... your best bet for greater profits and customer satisfaction.

OFFER YOUR CUSTOMERS THIS WIDE CHOICE OF MODELS AND PRICES



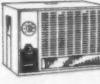
MODEL 1250
Popular Priced
Value Leader
\$29.95 list



MODEL 1300
Portable
Spot Cooler
\$39.95 list



MODEL AP 1330
Portable
Cooler/Purifier
\$49.95 list



MODEL 1870
Portable
Room Cooler
\$59.95 list



MODEL AP 1880
Room
Cooler/Purifier
\$69.95 list



MODEL AP 2220
King Sized
Cooler/Purifier
\$89.95 list



*"Creating New Climates
for Better Living"*

WRIGHT Manufacturing Company

2902 West Thomas Road,
Box 11247, Phoenix, Arizona

MANUFACTURERS OF FINE QUALITY EVAPORATIVE AIR COOLERS AND REFRIGERATED AIR CONDITIONING

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PORTRLAND: Scott Hubbard, Pacific Bldg., Yamhill St., Portland 4, Ore., CA. 3-5118.

EMPLOYMENT OPPORTUNITIES

NATIONAL SALES MANAGER ROOM AIR CONDITIONERS

Position available for Room Air Conditioner Sales Manager with major full line air conditioning manufacturer. Established distribution and market acceptance. Complete manufacturing, engineering, and merchandising facilities and organization. Salary and management incentive compensation plan. Excellent opportunity for imaginative man with good judgment. Sales management experience in the major appliance field is essential.

P6110, Electrical Merchandising Week
Classified Advertising Division
P.O. Box 12, New York 36, N.Y.

What kind of LINE are you trying to hand ME!

A complete line, Mr. Dealer, of General Electric Fans and Air Coolers. The most complete line in the business. You choose the fans you need! But, that's only one reason why smart dealers stock them.

The other reasons are just as sensible as 1, 2, 3: 1) Customers know that a store that stocks General Electric sells quality merchandise. 2) Customers are pre-sold on General Electric Fans. In fact, in a survey, 7 out of 10 potential fan customers stated their preference for General Electric Fans.* 3) General Electric's Written Warranty gives you extra selling

power—extra servicing benefits.

It's good business to sell General Electric Fans. See your Distributor for the facts—and, ask him about 3 special fans at new low, low prices.

General Electric Co., Automatic Blanket & Fan Dept., Bridgeport 2, Conn.

*In a national survey of 13,438 adults by Daniel Starch and staff, reported in May 1958, 67% of those who mentioned a specific brand stated a preference for General Electric Fans.

Progress Is Our Most Important Product

GENERAL  **ELECTRIC**

A QUICK CHECK OF BUSINESS TRENDS

	Latest Month	Preceding Month	Year Ago	HOW THEY COMPARE
FACTORY SALES appliance-radio-TV index (1957 = 100)	107	108	125	14.4% down* (Sept. 1960 vs. Sept. 1959)
RETAIL SALES total (\$ billions)	18.5	18.5	17.8	3.9% up (Nov. 1960 vs. Nov. 1959)
APPLIANCE-RADIO-TV STORE SALES (\$ millions)	307	317	347	11.5% down (Nov. 1960 vs. Nov. 1959)
CONSUMER DEBT ++ owed to appliance-radio-TV dealers (\$ millions)	288	290	303	4.6% down (Nov. 1960 vs. Nov. 1959)
FAILURES of appliance-radio-TV dealers	38	30	16	137.5% up (Dec. 1960 vs. Dec. 1959)
HOUSING STARTS (thousands)	72.1	94.6	109.1	33.9% down (Nov. 1960 vs. Nov. 1959)
AUTO OUTPUT (thousands)	91.6**	100.6**	153.2**	40.2% down
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ billions)	18.3+	18.7+	19.1+	4.2% down (3rd qtr. 1960 vs. 3rd qtr. 1959)
DISPOSABLE INCOME annual rate (\$ billions)	357.5	354.1	338.5	5.6% up (3rd qtr. 1960 vs. 3rd qtr. 1959)
CONSUMER SAVINGS annual rate (\$ billions)	29.0	25.2	22.5	28.8% up (3rd qtr. 1960 vs. 3rd qtr. 1959)
EMPLOYMENT (thousands)	66,009	67,182	65,699	0.5% up (Dec. 1960 vs. Dec. 1959)

*New index being used. Federal Reserve Bulletin, September, 1960 (seasonally adjusted).

**Figures are for week ending Feb. 11, 1961, and preceding week (revised).

+Figures are for quarters.

++Federal Reserve Bulletin figures (revised).

A QUICK CHECK OF INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

		1960 (Units)	1959 (Units)	% Change
AIR CONDITIONERS, Room.....	Dec.	61,500	47,600	+29.20
DISHWASHERS	12 Mos.	1,521,300	1,660,300	-8.37
DRYERS, Clothes, Electric.....	Nov.	47,600	57,700	-17.50
Gas.....	11 Mos.	509,700	482,200	+5.70
Gas.....	Dec.	80,090	86,529	-7.44
Gas.....	12 Mos.	807,140	905,192	-10.83
Gas.....	Dec.	38,616	48,104	-19.72
FOOD WASTE DISPOSERS	12 Mos.	430,827	476,583	-9.60
FREEZERS	Nov.	60,100	67,200	-10.57
Gas.....	11 Mos.	675,500	711,000	-4.99
Gas.....	Nov.	73,000	64,900	+12.48
Gas.....	11 Mos.	1,017,200	1,142,200	-10.94
PHONOGRAPH SHIPMENTS	Nov.	520,792	621,461	-16.20
RADIO PRODUCTION	11 Mos.	4,104,319	3,741,299	+9.70
(excludes auto)	Week Feb. 3*	187,801	206,425	-9.02
RADIO RETAIL SALES	5 Weeks*	850,368	929,725	-8.54
TELEVISION PRODUCTION	Dec.	2,378,853	1,755,027	+35.55
TELEVISION RETAIL SALES	12 Mos.	10,705,128	8,897,451	+20.32
REFRIGERATORS	Week Feb. 3*	112,301	136,448	-17.70
RANGES, Electric, Standard.....	5 Weeks*	472,821	662,942	-28.68
Built-in.....	Dec.	768,140	701,705	+9.47
RANGES, Gas, Standard.....	12 Mos.	5,945,045	5,748,676	+3.42
Built-in.....	Nov.	253,300	265,900	-4.70
Gas.....	11 Mos.	3,153,000	3,502,400	-9.98
Gas.....	Nov.	65,000	72,500	-10.34
Gas.....	11 Mos.	779,300	854,000	-8.75
Gas.....	Nov.	52,500	71,500	-26.57
Gas.....	11 Mos.	617,300	685,300	-9.92
Gas.....	Dec.	93,200	126,700	-26.44
Gas.....	12 Mos.	1,474,200	1,657,300	-11.05
Gas.....	Dec.	24,400	30,400	-19.74
VACUUM CLEANERS	12 Mos.	341,600	355,000	-3.77
WASHERS, Automatic & Semi-Auto.....	Dec.	254,631	293,818	-13.34
Wringer & Spinner....	12 Mos.	3,313,226	3,420,830	-3.15
Wringer & Spinner....	Dec.	180,139	215,338	-16.35
WASHER-DRYER COMBINATIONS	12 Mos.	2,562,183	2,934,073	-12.67
WATER HEATERS,.....	Dec.	43,392	48,898	-11.26
Electric (Storage)	12 Mos.	712,028	899,303	-20.82
Gas (Storage)	Dec.	9,286	14,341	-35.25
Gas (Storage)	12 Mos.	151,111	196,175	-22.97
Gas (Storage)	Nov.	52,300	31,000	+68.71
Gas (Storage)	11 Mos.	621,200	739,000	-15.94
Gas (Storage)	Dec.	181,400	192,900	-5.96
Gas (Storage)	12 Mos.	2,661,500	2,953,600	-9.89

*1961 vs. 1960

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.



GRANCO

DE LUXE

FM-AM

RADIO

NOW

\$29.95

*39.95 RADIO YOU CAN SELL FOR AND MAKE YOUR FULL PROFIT

CONTACT YOUR GRANCO DISTRIBUTOR OR WRITE:

GRANCO

Division DUMONT EMERSON CORP., 680 Fifth Ave., N.Y.C.

AMERICA'S LEADING SPECIALIST IN FM



inventory
costs too
high? make
use of our
"million dollar"
warehouses:



There are
plus profits

in Paragon
appliance
timers



Write:

PARAGON

ELECTRIC COMPANY

1638 Twelfth St. • Two Rivers, Wis.

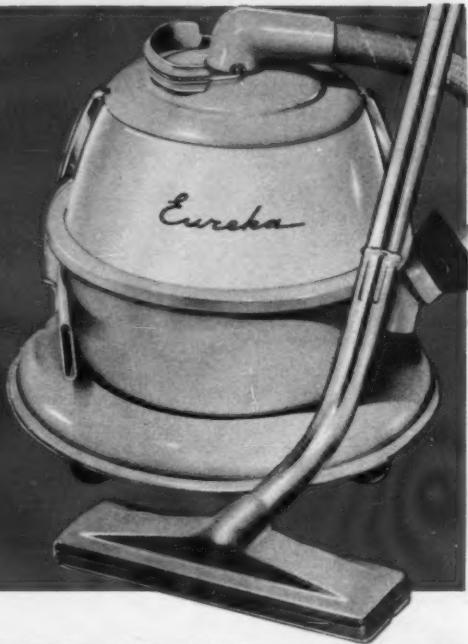
TIME IS MONEY — CONTROL IT WITH PARAGON

EUREKA '61 SALES POWER

Now!—Vibra-Beat Priced
Where the Volume is!

MODEL
880-A

- ✓ Over 1 H.P. motor—powerful, efficient
- ✓ Deluxe 9-pc. set cleaning accessories
- ✓ Clip-On tools
- ✓ Swiveling hose connection
- ✓ Unbreakable nylon hose
- ✓ Power adjuster
- ✓ Ball bearing wheels
- ✓ Vinyl bumpers
- ✓ Carrying handle



DIRT CAN'T HIDE FROM IT! DUST CAN'T ESCAPE FROM IT!

Vibra-Beat

...beats out dirt ordinarily
left in the rugs!



TRIPLE-FILTER

traps / traps / traps
...dust ordinarily blown back into the rooms!

LOCKS IT IN!

A Sanitized DUST BAG

Impregnated with germ fighter
to inhibit bacteria growth.

HERE'S THE DEALER PROFIT PICTURE

There's no competition for this money-maker! It has all the deluxe features! AND—you can sell it at a price to meet and beat anything on the market and still make an honest profit!

No tricky pricing. No "rigged" deals. No price leaders tied to merchandise you can't sell. Eureka has a full step-up line with a solid dealer profit all the way up!

EUREKA IS RED HOT

AND SALES POWER FEATURES IS WHY!

TURN ON THE SALES POWER TODAY!

Eureka Williams Company
Bloomington, Illinois

Gentlemen:

I want to find out how a dealer sells more and makes more with the Eureka Sales Power line.

Name _____

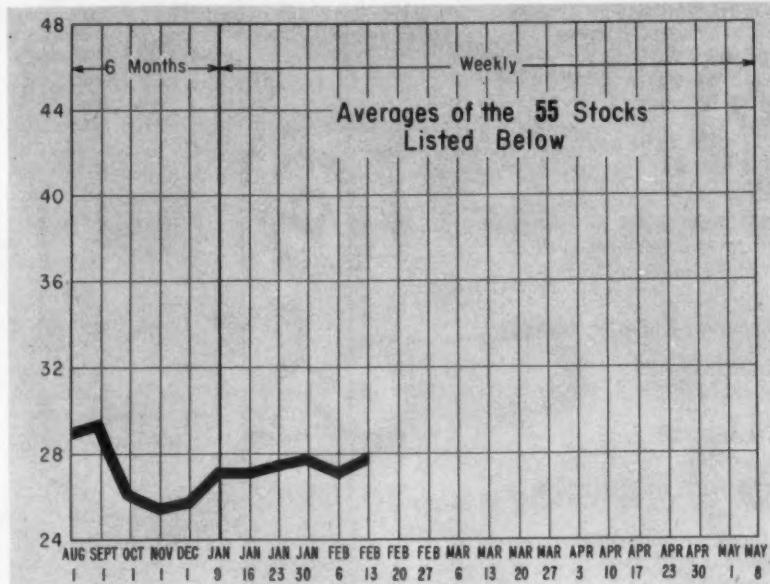
Address _____

City _____

Zone _____ State _____

TAKING STOCK

A quick look at the way in which the stocks of 55 key firms within the industry behaved last week. This summary is another exclusive service for readers of EM WEEK.



Stocks and Dividends In Dollars	1960		Close Feb. 6	Close Feb. 13	Net Change
	High	Low			
NEW YORK EXCHANGE					
Admiral	23 1/8	10	11 1/8	13 1/8	+ 1 1/4
American Motors 1.20	29 1/2	16 1/2	16 1/4	17	+ 1/4
Arvin Ind. 1	27 1/2	16 3/4	20 1/2	21 1/4	+ 1/4
Borg Warner 2	48 1/2	31 1/8	36 1/8	36	- 3/8
Carrier 1.60	41 1/4	23 1/8	37 1/8	37 1/4	- 1/8
CBS 1.40B	45 1/4	34 5/8	37 1/4	37	- 3/4
Chrysler 1A	71 1/8	37 1/8	39 1/4	41 1/2	+ 2 1/4
Decca Records 1.20	39 1/4	17 1/8	33 1/8	33 1/4	- 1/8
Emerson Electric 1B	63 1/8	33	57 1/2	63 1/2	+ 6 1/8
Emerson Radio .37T	22 1/8	11 1/8	12	13 1/8	+ 1 1/8
Feeders 1B	20 3/8	15 1/8	18	17 1/8	- 1/8
General Dy. 1	53 3/8	33 1/2	44 1/4	42 1/4	- 2
General Elec. 2	99 1/8	61 1/8	69 1/4	63 1/2	- 5 3/4
General Motors 2	55 1/8	40 1/4	43 1/2	42 1/8	- 1 1/8
General Tel & El .76*	34 1/8	24 1/4	28 3/4	28 1/4	- 1/2
Hoffman Elec.	30 1/4	15	17	19 1/8	+ 2 1/8
Hupp Corp. .25F	13 1/4	6 3/4	8 1/8	9 1/2	+ 1 3/8
Magnavox 1	59 3/4	31 1/4	55 1/2	57 1/8	+ 1 7/8
Maytag 2A	44 1/2	31	39 1/4	40	+ 3/4
McGraw-Edison 1.40	45 3/4	28	36 5/8	35	- 1 1/8
Minn. M&M .60	88	60	76 1/2	77 1/8	+ 3/4
Montgomery Ward 1	55 5/8	25 1/2	28 3/4	28 5/8	- 1/8
Monarch .04	19 1/8	11 1/4	15 1/8	16	+ 1/8
Motor Wheel 1	23 1/4	11	12 1/8	12 3/4	- 1/8
Motorola 1	98	60 1/2	77 1/4	77 1/2	+ 1/4
Murray Corp.	29 1/8	24 5/8	27 1/2	28 1/2	+ 1
Norris-Thermador	22 1/8	17 1/4	18	18 1/2	+ 1/2
Philco	38 1/4	16	18 1/4	20 3/4	+ 2 1/4
RCA 1B	78 3/8	46 1/2	55 1/8	55	- 3/8
Raytheon 2.37T	53 3/8	30 1/4	36 5/8	36	- 1/8
Rheem	28 7/8	12	15 1/4	17	+ 1 3/4
Ronson .60	15 1/4	9 3/4	13 3/8	15 1/4	+ 1 1/4
Roper GD	24 1/4	14 1/8	22	22 1/2	+ 1/2
Schick	16 3/4	7 3/4	10 1/8	10 5/8	+ 1/8
Siegriger Corp. .40B	43	23 3/8	30 1/4	30 7/8	+ 1/8
Smith A. O. 1.60A	53 3/8	29 3/4	34	33 1/8	- 1/8
Sunbeam 1.40A	64 1/2	48 1/2	53	53	-
Welbilt .10E	7 1/8	4	47 1/8	47 1/8	-
Westinghouse 1.20	65	40 5/8	46 1/4	43	- 3/4
Whirlpool 1.40	34 7/8	22	28 1/4	30	+ 1 1/4
Zenith 1.60A	129 1/8	89 1/8	106 1/8	106	- 1/8
AMERICAN EXCHANGE					
Casco Pd. .35E	10 1/4	6 3/4	10 1/4	10 1/4	-
Century Electric	9 1/8	5 3/4	7 1/4	7 1/2	+ 1/4
Ironrite .25T	10 1/2	5 1/2	5 5/8	6	+ 3/8
Lynch Corp. 8.7T	15	8 1/4	10 3/4	10	- 3/4
Muntz TV	6 1/2	3 1/2	4 1/8	4 1/8	-
National Presto .60	17 3/8	10 5/8	17	16 7/8	- 5/8
Nat. Un. Elec. (Eureka)	3 7/8	1 3/4	2 3/8	2 1/4	- 1/8
Pentron	6 1/4	2 1/2	3 7/8	5 1/4	- 1/2
Proctor-Silex	9 7/8	5 1/8	6 1/4	3 1/2	- 3/8
Republic Trans.	6 1/4	3 5/8	4 1/2	4 3/4	+ 1/4
Telector Ind.	21 1/8	11 1/8	12 1/4	13 7/8	+ 1 1/8
MIDWEST EXCHANGE					
Knapp-Monarch	—	—	5 1/2	5 3/8	- 1/8
Trav-ler Radio	—	—	6 3/4	6 1/4	-
Webcor	—	—	10	10 1/2	+ 1/2

A—Also extra or extras. B—Annual rate plus stock dividend. E—Paid last year. F—Payable in stock during 1961, estimated cash value on ex-dividend or ex-distribution date. T—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

ANALYSIS: Although the EM WEEK chart was up 5/8 pt. from last week, the market continued to decline. In the midst of a predicted "correction" period, experts blamed the mass of unfavorable business developments for the market's reversal of form. Plant closings and layoffs, heavy unemployment, a decline in retail sales for the third straight

month and steel production continuing off no doubt were the chief causes behind the market's drop. Among the key 55 stocks, two listings, G-E and Westinghouse, registered new lows while dropping 5 3/4 and 3 1/4 pts. respectively. And despite the recent litigation, the two issues did recoup some of those losses, with late rallies on Feb. 13.

YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!

SELL ONE OF THE BEST VALUES EVER OFFERED!

2-SPEED,
2-CYCLE
WASHER

A slower action and
shorter cycle to give
delicate fabrics a gentle,
clean washing.

A faster action and
longer cycle to chase grimy
dirt from regulars.

FILTERS OUT LINT...
to keep cleanly-washed
clothes clean and sparkling.
Also blends in detergent.

2-CYCLE,
3-TEMP. DRYER...
one cycle and two
temperature settings
for regulars, the other
cycle and temperature
for wrinkle-free drying
of wash 'n wears.

Washer model HA-34
Dryer model HD-42

To be introduced
MARCH 12, 1961 VIA
FULL-PAGE IN
SUNDAY SUPPLEMENTS
throughout the country.
Tie up... and step up your sales!

**RCA WHIRLPOOL 2-speed, 2-cycle
washer and 2-cycle, 3-temp dryer offer
top-model features at new low prices**

Entirely new... this RCA WHIRLPOOL washer and matching dryer make up one of the best pair-values ever offered! Look at the washer... trim, attractive and simple to use... with a choice of cycles and speeds for everything from dirty dungarees to delicate sheers; and the dryer that pampers clothes with tempered heat while turning out soft, fluffy regulars or wrinkle-free wash 'n wears. Now ready for introduction in nation-wide advertising... ready to meet the public's growing demand for top-model features at low, low prices... these new RCA WHIRLPOOL appliances give you something really BIG to sell, singly or in pairs!

See or call your RCA WHIRLPOOL distributor... now!

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

Use of trademarks  and RCA authorized by trademark owner Radio Corporation of America


Whirlpool
CORPORATION

ST. JOSEPH, MICHIGAN

"This one you won't have to worry about"



Maybe you've heard about the challenge Fred Maytag has laid down to his engineers:

"Design an automatic washer for our customers which will work for 10 years without a major repair."

Now, competitive engineers may be a little skeptical that this can be done and still keep costs within reach.

But today's Maytag Automatic is proving that the year is not far off when this "possibility" will become a reality.

For example, in a recent test, the Maytag High-

lander worked for 10,145 hours (15,218 loads, equal to 50 years' normal home use). Service cost averaged only \$2.00 a year.

The dealer who knows how service cuts into his profits and his repeat business, will appreciate these facts, and look to Maytag as the franchise of the future. "This one you won't have to worry about."

The Maytag Company, Newton, Iowa.

MAYTAG
the dependable automatics

ELECTRICAL MERCHANDISING WEEK

